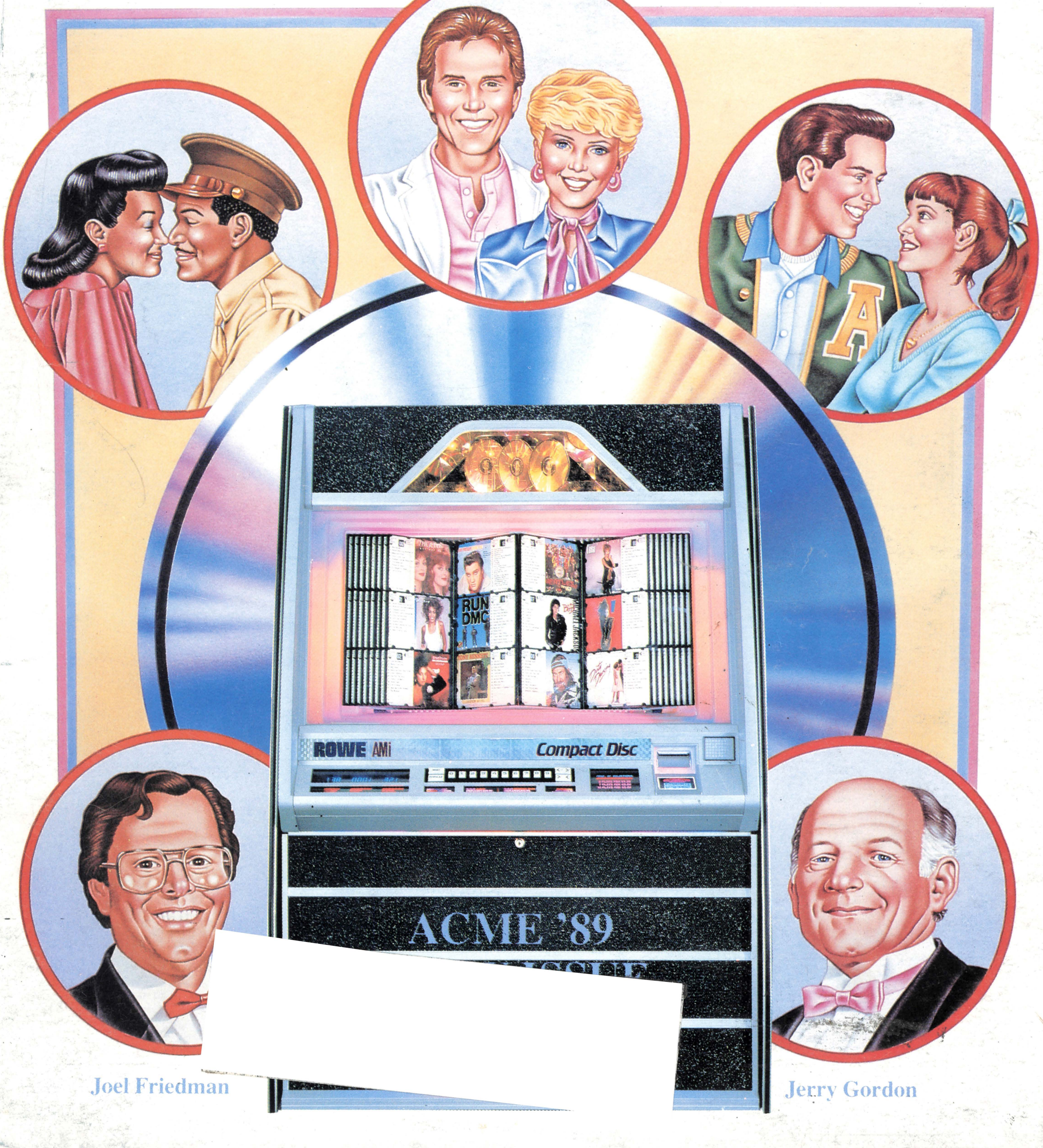
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 15, NO. 3

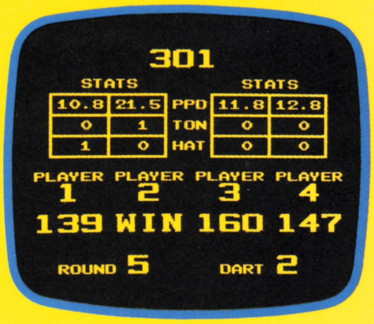
PLAY·METER

March 1989


ROWE AMi
Compact Disc
RUN DMC
ACME '89
Joel Friedman
Jerry Gordon

[redacted]

Merit Scores Again...



```
                301
     STATS                 STATS
 10.8 | 21.5 | PPD | 11.8 | 12.8
   0  |   1  | TON |   0  |   0
   1  |   0  | HAT |   0  |   0

PLAYER PLAYER PLAYER PLAYER
   1      2      3      4
 139    WIN    160    147

  ROUND 5           DART 2
```

NEW STAT-PAK™!

- On-Screen Statistics at Conclusion of Game - Points per Dart, Tons & Hat Tricks

NEW Unique Software!

- Popular Game Menus ... or design your own from 25 choices.

INCLUDES 4-PLAYER CRICKET & CUT-THROAT CRICKET

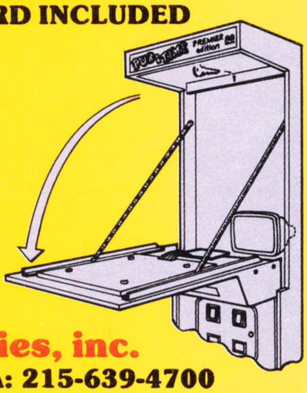
- Double Bullseye
- Adjustable Game Pricing or Standard Settings
- On-Screen Bookkeeping

- Remote TV Hook-up

```
UP TO 12
SCREENS
OF YOUR OWN
CUSTOMIZED
MESSAGES
WITH
◆ GRAPHICS ◆
```

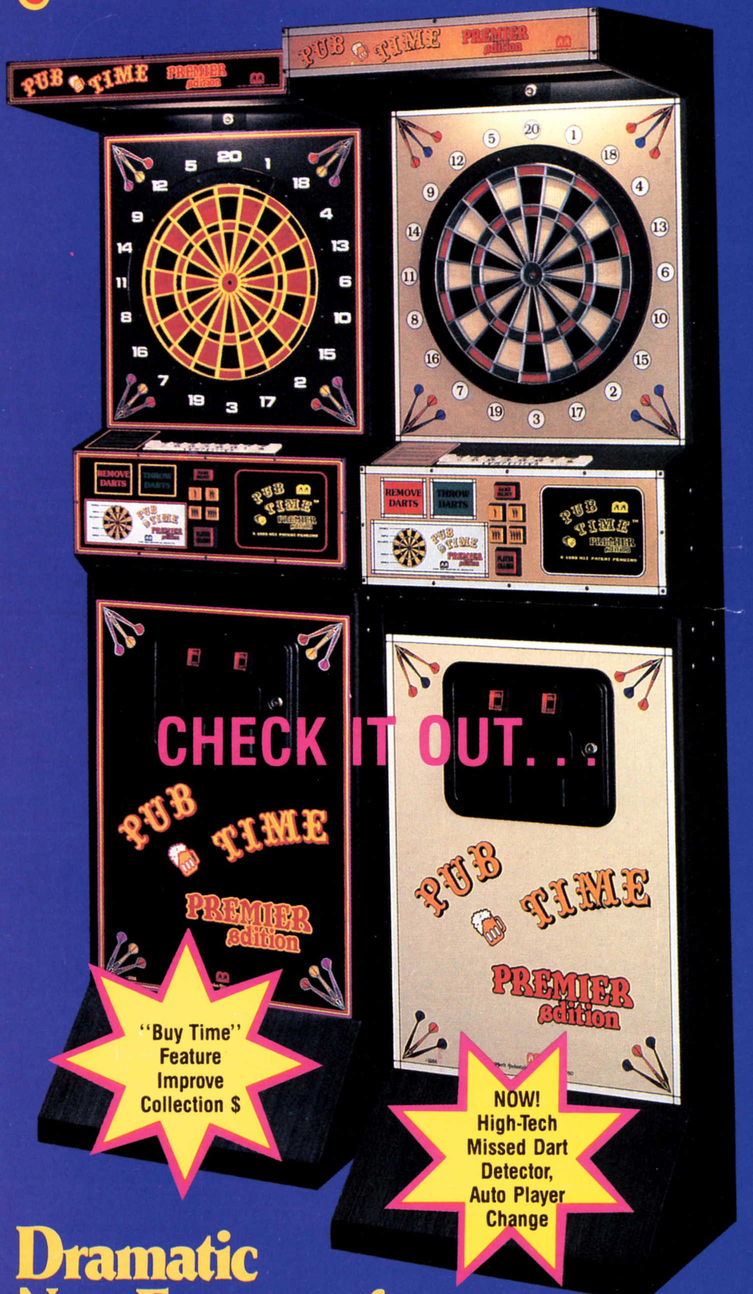
KEYBOARD INCLUDED

NEW Drop Front For Total Front Access!



merit industries, inc.
800-523-2760 / PA: 215-639-4700
FAX: 215-639-5346 Telex: 831897

Pub Time PREMIER edition



CHECK IT OUT...

"Buy Time" Feature Improve Collection $

NOW! High-Tech Missed Dart Detector, Auto Player Change

Dramatic New Features for The Ultimate In Performance!

So Advanced It Changes Coin Operated Darts Forever!

AMOA NATIONAL DART ASSOCIATION

AMUSEMENT & MUSIC OPERATORS ASSOCIATION

NEWS BULLETIN

.......Brady Distributing Co. in Charlotte, N.C., has bought “certain assets” of Florida's Belam Southeast Distributing Corp., according to President Jon Brady. The deal, however, won't be officially closed until late February, he said. “The Belam name will remain for the time being; we'll probably add ‘a division of Brady Distributing’ later on,” Brady said. Belam, which has offices in Miami and Orlando, will continue to be run by Bob Haim. “Everyone will stay in place; in fact, we're going to be adding employees,” Brady said.

.......The folks at Grayhound Electronics are certainly well-known industry figures, but their faces alone may not be enough to identify them. What are we driving at? Well, we inadvertently forgot to mention the four Grayhound representatives who appeared on our January cover. They are, from left, President Tom Ricci, Vice President Brian Petaccio, and “Silver Bullet Girls” Cheryl Weiss and Beth Smith.

.......On Feb. 1, Florida Amusement/Vending Association (FAVA) representatives and officials from the Dept. of Business Regulation met to discuss the state attorney general's opinion letter regarding the legality of cranes. Though the opinion is not law, it does carry a lot of weight. As a result of the meeting, the following points can be made: 1) The Department's Division of Alcohol and Tobacco will take *no enforcement action* regarding the legality of crane games prior to June 30, 1989; 2) Between now and June 30, FAVA and the Department will schedule a series of meetings to promulgate guidelines regarding the legal operation of crane games on premises licensed by the Department; and 3) It is the opinion of the Department and the attorney general that if a crane game offers any element of chance in determining a player's ability to obtain a prize, that game is illegal under existing statutes. After June 30, such games will be subject to confiscation; the premises on which the game is located would face penalties against its license. The presence of any obvious elements of chance will make the game illegal under the attorney general's opinion. Also, no grace period has been given by the attorney general. For information on whether your game may be illegal, or what to do if you're facing enforcement action, call FAVA at (904) 878-3134.

.......In case you've been wondering: no, we haven't forgotten about the equipment poll. It's been absent the past couple of issues, and that's because we're in the process of revamping it. Look for an expanded, information-filled poll in the near future.

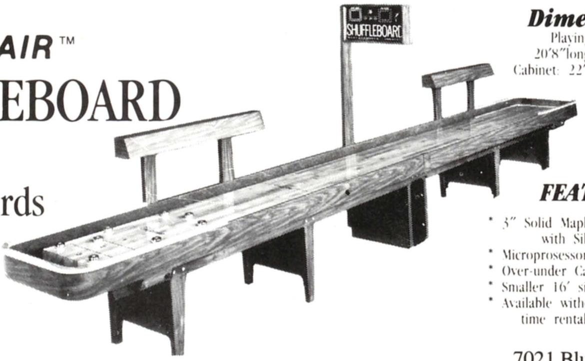
.......The National Automatic Merchandising Association (NAMA) will stage the Western Convention-Exhibit of Vending and Foodservice Management on April 7-9. The event will take place at Brooks Hall in San Francisco. Call (312) 346-0370 for more information.

.......Two items from the “New On the Horizon” file: Jaleco USA has introduced the *Lo-Pro,* a special line of lower-profile cabinets that allow operators to have a better view of the entire gameroom. It's four-feet high, 30¼-inches deep, 24½-inches wide, and weighs 187 lbs. The *Lo-Pro* has the same visual impact as a larger machine because of its 19-inch Wells-Garner universal monitor. Meanwhile, The Leland Corporation brings the sport of off-road racing to video with Ivan “Ironman” Stewart's *Super Off-Road.* One to three players compete on eight different tracks, with a total of 16 possible configurations. The Convert-A-Credit feature allows drivers to add to their winnings by using credits as “cash.” Each of these new products is mentioned further in Valerie's “Equipment Preview” story, which begins on page 106.

PLAYFAIR™

SHUFFLEBOARD

Shuffleboards are back . . . and making money!!!



Dimensions:

Playing Surface:
20'8"long x 20"wide
Cabinet: 22'long x 27"wide

FEATURES:

- 3" Solid Maple Playing Surface with Silk-Screened Graphics
- Microprosessor Controlled
- Over-under Cash Box Doors
- Smaller 16' size available
- Available without coin doors for time rental play or home use

PLAYFAIR SHUFFLEBOARD CO., INC.

FAX: 219-747-0470 1-800-541-3743 Outside IND

7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

ADVERTISEMENT

Game System Adds to Easygoing Operations California-Style

Sunny days, freh ocean air, an easy, relaxed lifestyle — it's the California mystique. The good life on the coast. And, for Just Games' Fred Gillmann, there's more than a hint of truth in it.

Sure, business is business and daily operations still take their usual toll, but this southern Californian operator has found a way to make servicing his locations easier and his business more profitable with Nintendo's PlayChoice System.

With the majority of his locations consisting of military bases and bowling centers spread across San Diego, Long Beach and San Jos&, Gillmann appreciates the PlayChoice-5's ease of operations which make it a virtually hassle-free piece of equipment.

Comparing the system's life cycle and service requirements to a video juke box, Gillmann pointed out that his PlayChoice-5 units, like their VS System predecessors, are steady contributors to his company's success.

''When the VS System first hit the market, we made a heavy commitment,'' recalled Gillman. ''Our return on investment has been more than satisfactory and has been a contributing factor in our growth from 125 machines to 800 pieces of equipment on location over a four year period. I firmly believe that conversion to the PlayChoice System is a must for today's fast-growing operator.''

Since converting to PlayChoice-5, Gillman has had an opportunity to witness the advancement of Nintendo's system technology firsthand.

''The multi-game system cabinet is a viable and profitable part of the industry,'' commented Gillman.

me
an
go
in co
800

Fred Gillmann of southern California's Just Games finds PlayChoice easy to operate and profitable to own.

''PlayChoice offers some real advantages. It gives players more games to choose from in a single cabinet. And, with Nintendo's ongoing release of software, I can update the system at a reasonable cost versus the expense of buying a new dedicated game or kit.

''It's real advantage, though, comes in the operating convenience of the system itself. There's no need to rotate cabinets — saving time and expense that can take away from a machine's bottom-line performance.''

And for Gillmann and operators everywhere, that kind of hassle-free operations can make life a little easier. Pass the suntan lotion, will you, please?

©1989 Nintendo of America Inc. ™ ® are trademarks of Nintendo of America Inc.

PLAY·METER
MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART AND PRODUCTION DIRECTOR
Jane Z. Nisbet

CONTRIBUTING WRITERS
Irving Blackman
Randy Fromm
Steve Harris
Charles Ross
Frank Seninsky
Roger Sharpe

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Renée C. Pierson

ADVERTISING MANAGER
Ron Kogos

ACCOUNTING
Carol Lea LeBell

CIRCULATION MANAGER
Renée C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

PLAY METER, March, 1989. Volume 15, No. 3. Copyright 1989 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 1st of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24970, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003; FAX 504-488-7083. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24970, New Orleans, LA 70184.

prizes!
800-992-2388
I Love You

prizes! prepacks are the pick of the plush for prize product professionals.

prizes!™

Call (800) 992-2388

PLAY·METER

VOL. 15, NO. 3 CONTENTS MARCH, 1989

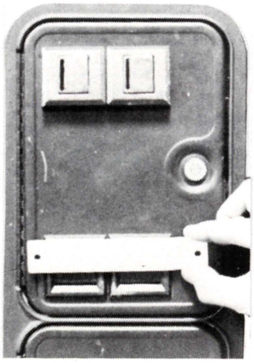
FEATURES

That magical music machine through the years 48

Humble beginnings marked the debut of the first jukebox 100 years ago. It's hard to imagine that earliest machine considering the technology packed in today's CD jukeboxes. Each decade has brought advancements and musical pleasures enjoyed by generation after generation. We salute the jukebox for being such a valuable part of our heritage. We've also included other articles on the viability of 45s, jukebox sound systems, a manufacturer's outlook, and a trio of coinmen interviews with jukebox operators.

Columbus sets sail to new world of coin slots 86

We've all heard about the proposed ''new'' dollar coin, one that looks like the Italian explorer Columbus instead of American suffragette Susan B. Anthony. There's no doubt of the positive implications to the coin-op industry, especially in regard to vending. Public apathy is the major stumbling block to this coinage reform.



The attack of the penny flippers 136

It's sad but true that the playing public can be very ingenious when it comes to gypping operators out of a fair return for gameplay. Randy Fromm tells how to foil the penny flippers who may have invaded your locations.

DEPARTMENTS

NEWS BULLETIN	**3**
LETTERS	**8**
FROM THE EDITOR	**10**
UP FRONT	**12**
COVER STORY	**14**
PROFILES	**20, 98**
NEWS	**22**
STATE UPDATE	**32**
OPEN HOUSE	**34**
CES SHOW	**36**
TEN YEARS AGO	**40**
COMPANY PROFILE	**42**
45/CD FEATURE	**62**
COINMEN	**68**
SOUND SYSTEMS	**76**
MANUFACTURER OUTLOOK	**77**
ASK THE OPERATOR	**96**
MEMORY FEATURE	**100**
EQUIPMENT PREVIEW	**106**
EXHIBITOR MAP	**108**
EXHIBITOR LIST	**110**
BILLBOARD	**120**
DRAWER SYSTEM	**121**
MANAGEMENT	**126**
MERCHANDISE MARKET	**128**
FRANK'S CRANKS	**131**
TECHNICAL TOPICS	**139**
NEW PRODUCTS	**142**
TRADE ACCESSORIES	**149**
CLASSIFIED	**152**
CALENDAR	**164**

Cover: You'll immediately recognize the faces of Joel Friedman and Jerry Gordon on our cover with the Rowe *LaserStar* CD jukebox, newest of Rowe's extensive line of quality phonograph systems. For 100 years the jukebox has brightened the lives of its listeners, especially from the '40s through the '80s. Rowe acknowledges these decades of jukebox enjoyment and the quality sounds they have brought to the public.

STEP UP TO COMPACT DISCS AND KEEP YOUR VINYLS TOO—WITH ROWE'S COMBOSTAR.

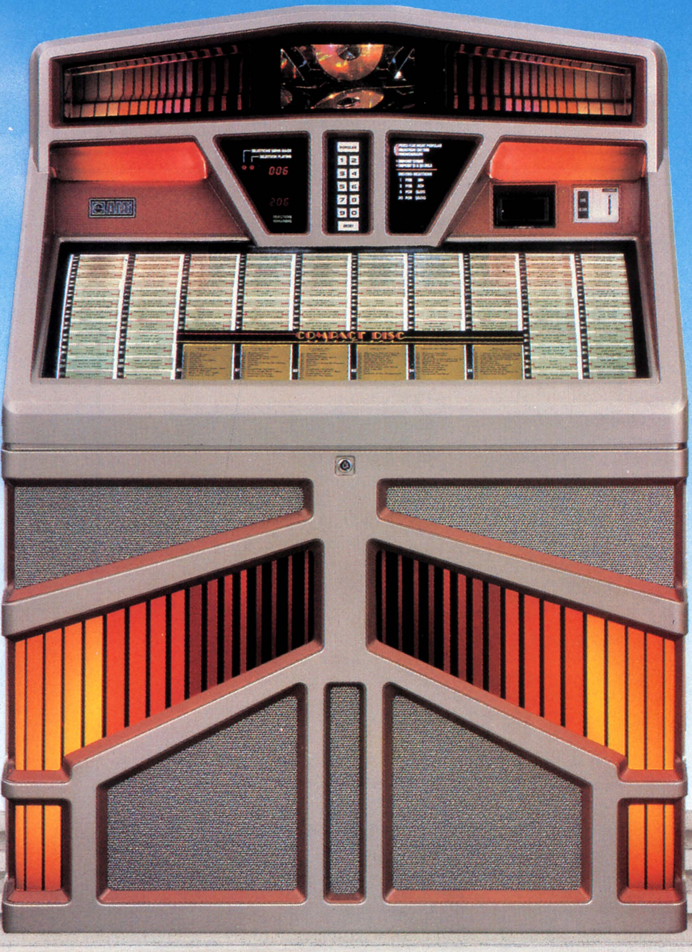
Yesterday's vinyl favorites, today's laser sound, and an exciting eye-catching design: ComboStar is the perfect mix of past, present, and profits.

ComboStar brings you more business than a regular phono. The CD sound gives your customers more enjoyment, so they'll give ComboStar more play. And Rowe's reliable record-changing mechanism makes it highly dependable.

ComboStar's laser technology gives you sound that's crisp, sharp and clear—just like live music! Pack it with today's hottest CDs, and the astounding laser sound will pack the house. And you'll still have the vinyl favorites that everyone loves to play.

ComboStar has a $1 and $5 bill acceptor and stacker to increase your music profits. And with the rotating CD disc display and excellent sound to attract customers, ComboStar could even double your take!

All Rowe jukeboxes are available through your local music and games operator.


COMPACT DISC

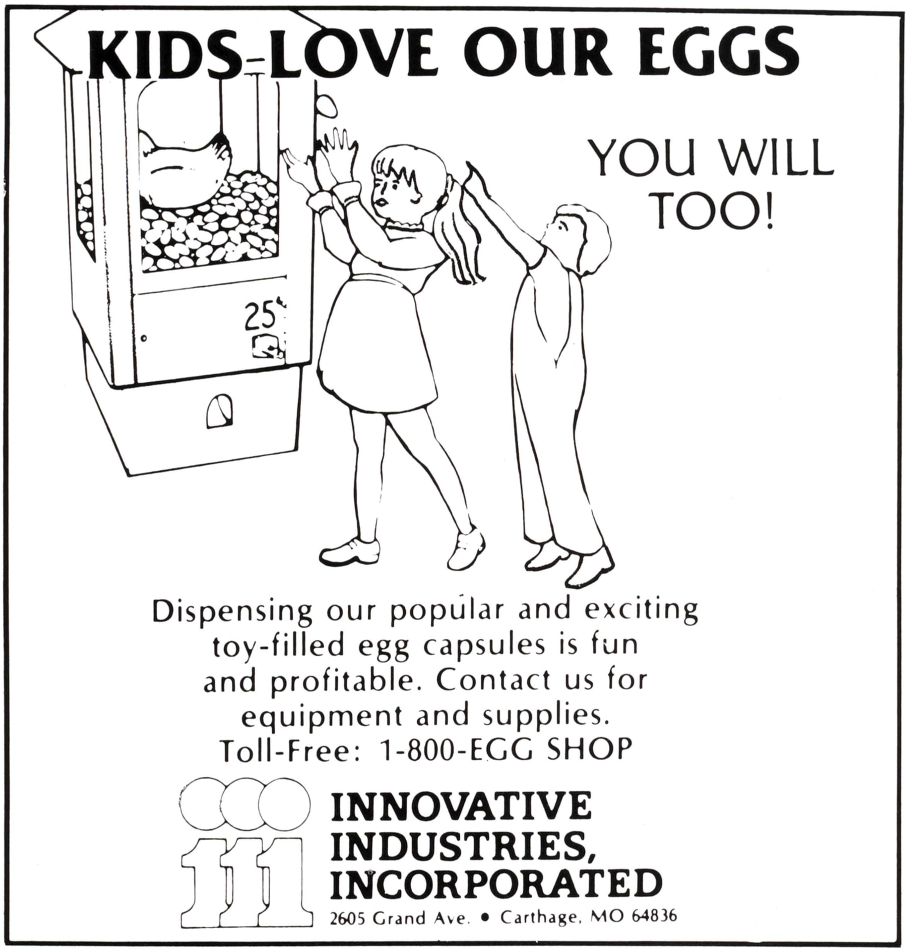
JUKE BOX 100th ANNIVERSARY

ROWE®

QUALITY LEADERSHIP
INTO THE 21ST CENTURY

MOVE UP A ROWE.

SELECTIONS BEING MADE
SELECTION PLAYING
POPULAR
1 2
3 4
PRESS FOR MOST POPULAR SELECTION ON THIS PHONOGRAPH
DEPOSIT COINS
DEPOSIT $1 & $5 BILLS
SELECTIONS



KIDS LOVE OUR EGGS

YOU WILL TOO!

Dispensing our popular and exciting toy-filled egg capsules is fun and profitable. Contact us for equipment and supplies.
Toll-Free: 1-800-EGG SHOP

INNOVATIVE INDUSTRIES, INCORPORATED
2605 Grand Ave. • Carthage, MO 64836

Tip the odds in your favor.

Choose Tokens from Roger Williams Mint.

Our complete in-house minting facilities ensure reliable service, prompt delivery, strict security — and you know you are getting the best possible price.

With tokens from Roger Williams Mint, you also get free design service, same day shipment on stock orders, and 3 to 4 week delivery on custom orders. Either way, you get the best deal because you buy directly from the mint. No middleman.

Request a sample pack. Call us Toll-Free at the number indicated below for quick service. 1-800-225-2734.

Roger Williams Mint™
Northwest Industrial Park
79 Walton Street, Attleboro, MA 02703
In Massachusetts, call (508) 226-3310

LETTERS

Someone fill me in

I'm getting frustrated that my arcade customers know more than I do on new games on the horizon. Thanks to consumer electronic magazines out there, they knew about *Final Lap* even before I read anything in Play Meter or had heard it from my distributor.

This wasn't the first time, and I know it won't be the last. Why are "our" publications lagging behind on information and previews?

Unsigned Bull Sheet
Minneapolis, MN

[Editor's Note: We have no knowledge of any consumer electronic magazines giving highlights of coin-op games such as Final Lap. *Please send us more information on specific magazines and we'll check it out.*

Consumer electronic magazines usually focus attention on home games. The popularity of these magazines is a plus for our industry because it increases public awareness of video and the pleasure it can bring to the playing audience. We need all the good press we can get.—B.]

Used PCBs and kits

In reference to the Letters section of your December issue, we at M.H. Associates Ltd. would like you and your readers to know that we are actively involved in used games. We do some used dedicated business, but our primary used sales occur in the used PCB and used kit areas.

We regularly take used PCBs and kits in on trade from our customers. We then recondition these kits with new generic or used graphics, new joysticks, new buttons and new wiring. Our used kits carry a 30-day warranty (replace or reimburse), which gives the operator enough time to install the game and have enough location time to discover any problems.

As all of our PCBs are tested before they leave our warehouse, we have found our customers to be quite satisfied with our used service. If you have any questions, feel free to call and speak with any of our sales staff at (800) 843-5487. Thank you for this opportunity to be of service.

Gene Sieben
President

EASTER ARRIVALS!

asterCard VISA

an Antonio
-800-445-6403 (US)
-800-451-1204 (TX)
AX # 512-824-6565

We Have
Quantity Pricing
Available. Call
for Additional
Information.

Dallas
1-800-638-3833
FAX # 214-226-4625

NTERNATIONAL

P.M.I. TOYS & NOVELTIES

MUGS—Licensed (NFL, NBA,
-all hot licenses)
and unlicensed assortments!
JEWELRY, WATCHES & CALCULATORS—
Packaged especially for crane
and rotary machines. New assortments!

FROM THE EDITOR

Are you the one?

by Valerie Cognevich

One of my favorite movies is a romantic love story called "Somewhere in Time" starring Christopher Reeve and Jane Seymour. In the movie, Reeve sees a photograph of a beautiful girl taken a half century earlier and is obsessed with her. He eventually finds a way to travel back in time. Of course, he goes back to 1912 with the express intention of being with the girl in the photograph, but she doesn't know it yet. The first time he sees her, she asks him, "Are you the one?" He replies, "Yes, I am." She didn't really know him, but her agent had told her that someday, someone would come along and she would fall in love.

The point is that she was looking for that special someone in just about every man she met, knowing that one of them was going to be *the one*. She was simply trying to find someone special and didn't want to pass up any opportunity. But in all other cases, the man *wasn't* the one and that was clear very soon. However, she questioned each one, just in case.

We're all asking of each new game we see on the show floor, "Are you the one?" We mean, of course, are you the one that will earn enough money to pay for yourself? Are you the one that is something unique, something with a fresh theme and play appeal? We're desperately searching for a game that stands out in a crowd.

It's been too many times lately that the answer has been, "I want to be but no, I'm not the one." The games have been *very* mediocre and *very* expensive, definitely not a winning combination. One distributor recently said he had decided to pass on a certain game from one of his manufacturers. After the manufacturer made him see the error of his ways (by convincing him he had an obligation to buy a certain number of games), he took two. He still has them collecting dust in his warehouse instead of quarters out on location because he couldn't sell even those measly two games! That's sad, isn't it?

Why couldn't he sell them? Because he said he couldn't lie to his customers, and they wouldn't have bought them anyway if he told the truth about how bad they were. Some distributors offer to take back games if earnings don't live up to expectations. Unfortunately, when they do get games back for that reason, they're virtually impossible to sell to other operators. Distributors can't lie to their customers. At least not too many times! If a distributor assures a customer that a game is boasting high earning reports and recommends a game that turns out to be a dog, that operator isn't going to be too keen on listening to his distributor the next time. We often tout the responsibility of the distributor, and advice—good honest advice—is a key element. But that leaves the distributor right smack in the middle of a pretty precarious situation. What I question is why a distributor should be forced to buy product he does not want to buy or doesn't think he can sell. That's crazy. If a manufacturer makes a game that sucks, then let him be the one to take the loss. I would imagine that the next game would be a whole lot better. It's tough out there but it's even tougher being in such a vulnerable position.

Without a doubt, home games are sweeping the nation. The technology gap between coin-op and home is closing just a little too fast for us not to worry. But it doesn't have to be critical if the coin-op manufacturers stay not one, but several steps ahead of the consumer technology.

Manufacturers are obligated to offer operators money-making games, not rehashes of old game themes that happened to click with players at one time. New ideas, new themes, new novelties built into games, innovation. That's what we need. It's imperative that we get it.

The AMOA show this past November was disappointing. There were no brand spanking new games. Instead there were games that had already been out on location, and most were rather blah clones of other rather blah clones.

I'm hoping to walk the ACME floor and be swept off my feet by something really exciting. I want to see lines at games with operators straining to see how to play, and then lining up to place orders. I want to hear excitement in voices, like there always is with superior games.

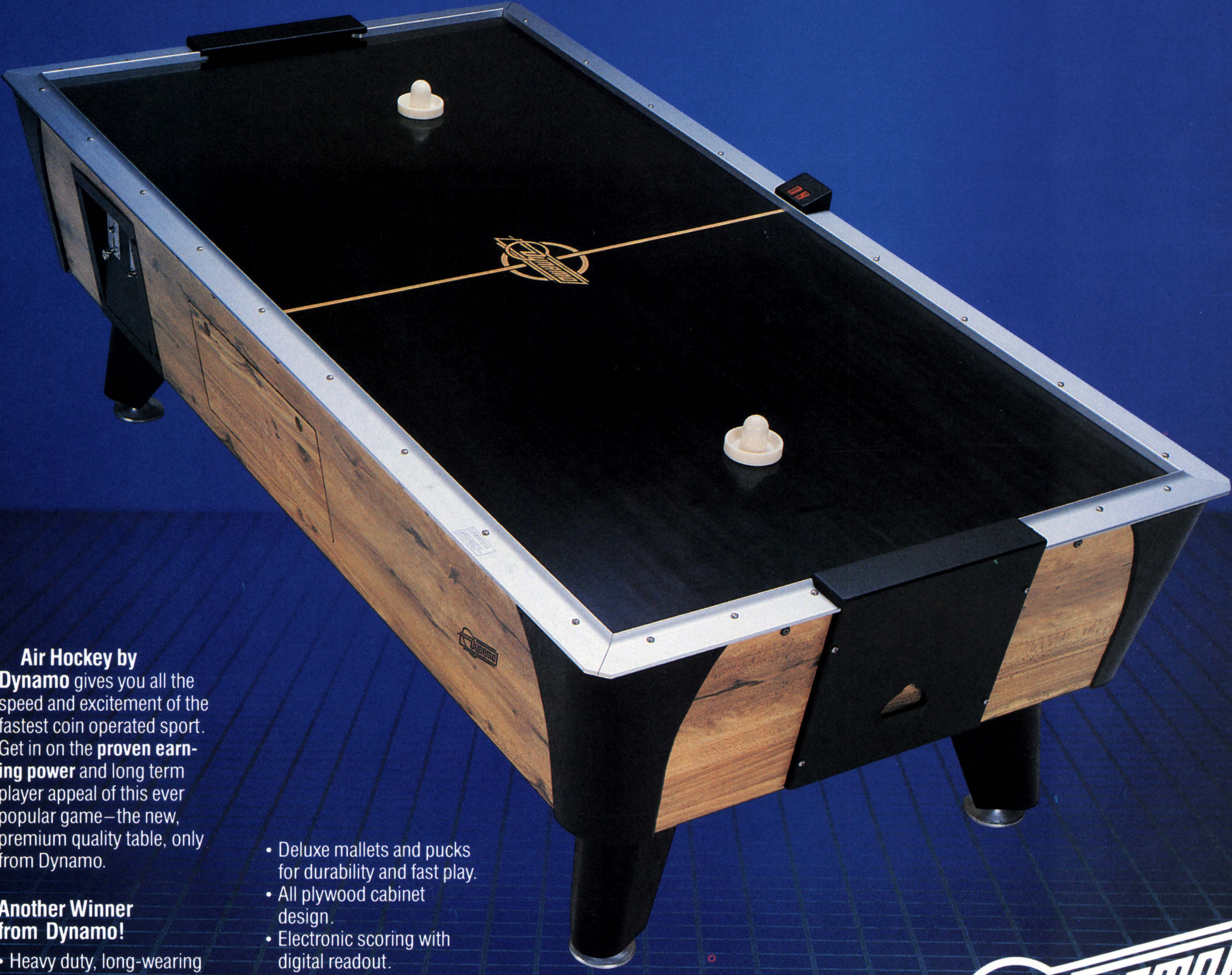
Will I be disappointed or pleased? I'm not a negative person, and I'm especially not negative about the coin-op industry. I'm betting on the manufacturers this time around. I know they can dazzle us with great games. They've done it too many times before not to believe.

I'm going to walk the floor with an optimistic attitude and look for the hits that should be there. If there's nothing too exciting or not any more challenging than I can play at home, I know I'll see excitement in the jukebox manufacturers' booths. Joel Friedman of Rowe said that operators were looking for solid investments, and music may be one of very few places operators are going to be able to confidently spend their money.

Valerie Cognevich

Valerie Cognevich
Editor

Air Hockey® by Dynamo... Excitement...Strategy... Lightning Fast Action!



Air Hockey by Dynamo gives you all the speed and excitement of the fastest coin operated sport. Get in on the **proven earning power** and long term player appeal of this ever popular game–the new, premium quality table, only from Dynamo.

Another Winner from Dynamo!

- Heavy duty, long-wearing laminate top for speed and player appeal. Easy to clean.
- Player approved goal size and table design.
- Fastest table on the market. Premium blower and rail construction.
- Centerline for tournament play.
- Deluxe mallets and pucks for durability and fast play.
- All plywood cabinet design.
- Electronic scoring with digital readout.
- High impact, polystyrene leg system.
- Easy access to electronics and all parts.
- Twin drop coin chutes.
- Easy removal of goal for service.
- Specifications: Height 31," Width 51½," Length 99½," 910 lbs.

Air Hockey® is a registered trademark of Brunswick Bowling & Billiard Corp.

DYNAMO

Dynamo Corporation
2525 Handley-Ederville Road
Richland Hills, Texas 76118
Toll Free (800) 527-6054
FAX (817) 284-7606
(817) 589-7699

Where have all the kits gone?

Remember the song "Where Have All The Flowers Gone?" It was a song from the turbulent late 60s. Some of the lyrics went like this: "Where have all the young men gone? Gone to graveyards every one. When will they ever learn? When will they ever learn?"

I'll come straight out with it: Where have all the kits gone? What is going to go in all those new universal cabinets we see on the market today? Where are all the kits coming from if manufacturers have a decided preference for dedicated equipment? The turn to dedicated games means a shortage of kits and that spells bad news for street operators. Nothing does as well in a street location as your standard upright video. Although it may be true that some operators don't make very good conversions in-house (monitors with the image of previous games burned-in, old *Stargate* or *Pac Man* sides on a cabinet), how much new hardware can the market absorb if there's too little software available?

Kits saved the industry in the past and there's no removing them from the marketplace now. They still spell salvation for the average operator who does not operate big arcades in major cities. There's a place for both dedicated and kit. Sophisticated driving games and simulators just won't fly (excuse the pun) in a run-of-the-mill cabinet. Part of the draw, and justification for 50-cent play on many such games, is the cabinet configuration and detailing that intrigues the playing public. The game play must also be there, but an *Out Run* has definitely proven to be a drawing card for its look.

Games like *Double Dragon* and *P.O.W.* that don't require an unusually-shaped cabinet, but come out as dedicated anyway, are naturally perceived by operators as a way to rip them off. These have both been excellent games in terms of earning power, but think of how many more could have been sold, and how many parallels could have been headed off, if they had come out as slightly higher-priced kits? The numbers may have exceeded that grossed from the sale of the dedicated units.

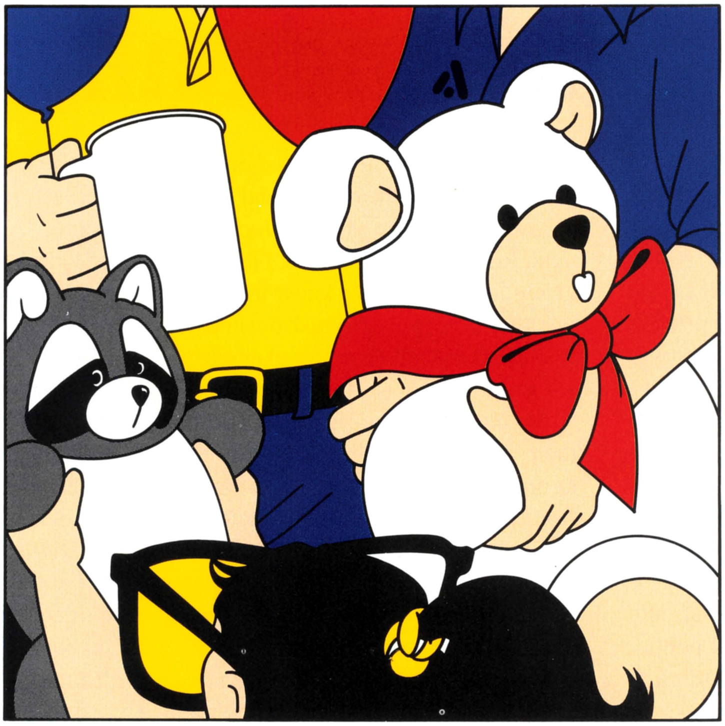
Operators are just crying for good kits. Even when a marginal (or soft) kit comes out, operators are more willing to try it than invest a bundle in a new dedicated game. Often, the dedicated game comes in a cabinet that is not well-engineered and assembled. Operators complain that they must make many adjustments once they get the game. One New York operator reported difficulty from the starting gate with a driving game in a dedicated cabinet. Why, he pleaded, can't the manufacturer bring out a game in a solid cabinet with features such as tempered glass over the monitor instead of cheaper plexiglass, and a plexiglass- covered or stainless-steel-covered control panel that stands up better to the abuse most equipment takes on location. Attention to quality and thought to re-use of a cabinet would make operators feel they were getting their money's worth.

One manufacturer of universal cabinets said he thought many operators would be willing to pay $1,300 for a good kit, feel they got a fair deal, and not be tempted to buy questionable goods. Having the hardware almost foisted upon them along with the software has not turned out to be a prudent move. Giving operators the choice of a game with or without the cabinet makes more sense. Then, someone who needs new hardware could get it, and someone who doesn't could use the monetary difference to buy another kit.

Bonnie Theard

Bonnie Theard
Managing Editor

ARCADE & CRANE
MERCHANDISE



Plush Toys • Pre-Packs • Jewelry
Toys and Novelties

Ticket Redemption
Program
Merchandise

Professional Quality
Skill Games

Full Color Catalog
with over 1500 items.
Call for Free copy.

NOID
Quencher
Make it
Mac Tonight

The California Raisins
"No Problem"
ALF

Acme Premium Supply Corp.
4100 Forest Park • St. Louis, Missouri 63108
314-531-8880 or 800-325-7888
Call Jack Kelly Ext. 422 or Stephanie Hansen Ext. 424

COVER STORY

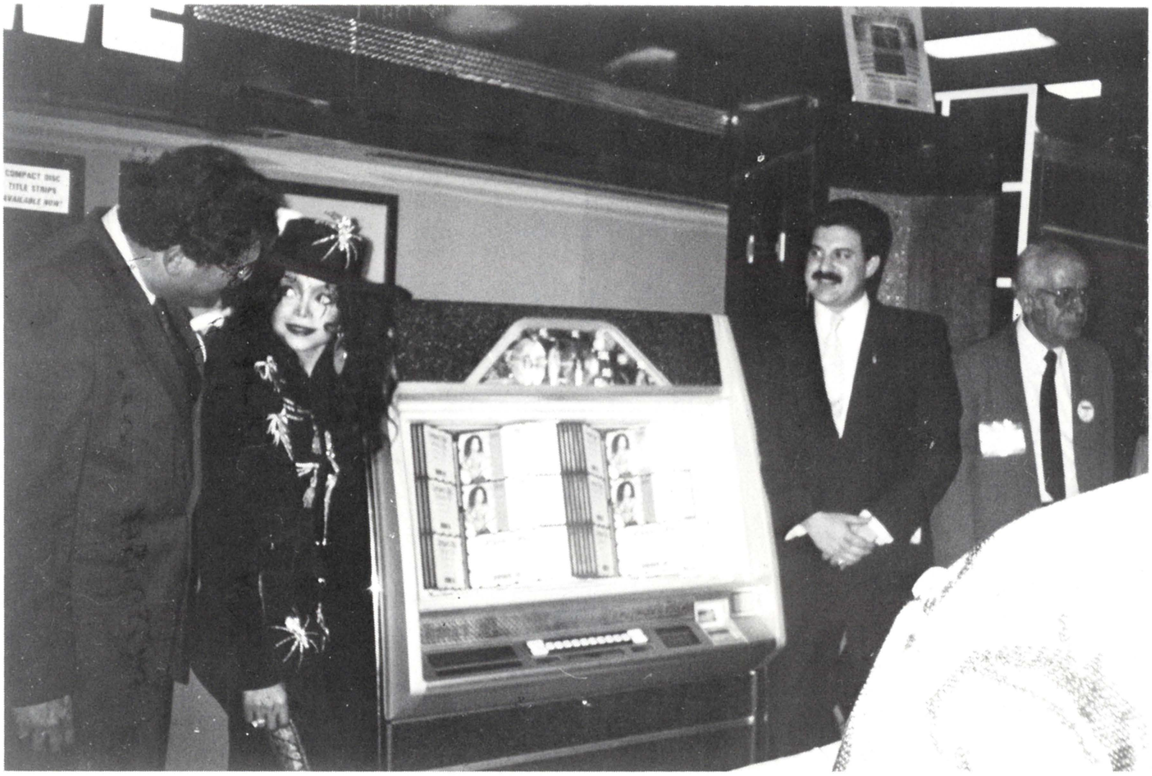
Rowe jukebox draws oohs and aahs

Rowe International is an impressive company. It builds quality products and is the leading manufacturer of vending machines, bill changers and acceptors, and of course, jukeboxes, and stands staunchly behind every product that leaves its factory. Rowe's factory is just as impressive. Rowe recently built a new 365,000 square-foot plant next to the old one in Grand Rapids. Rowe's plans for part of the original plant include a future school room setting to conduct classes on Rowe products and a museum that will hold a splendid array of jukeboxes. Though the future museum will not be open to the general public, Rowe will conduct special tours through the museum on request.

Rowe firmly believes in offering its customers what they need, and calls it "Rowe's Family of Music." Joel Friedman, Rowe's vice president of the music group, explains, "We know that every operator is not going to rush out and buy a compact disc jukebox, for example, so we want to enable all operators to buy what they need to satisfy demands for their individual locations. It may be a compact disc jukebox, combo unit featuring 45s and CDs, video jukeboxes, a 45 box, a nostalgia unit, or even a wall box and hideaway. Whatever an operator needs, we've got it. That is our concept of the Rowe Family of Music."

Rowe is able to offer quality-engineered products to a discriminating market because Rowe spends ample time and effort to find out what the market wants. About four years ago, Rowe began a Jukebox Advisory Committee to meet periodically with distributors and operators, not to sell product but to hear ideas. "Since this program began, we have met with over a hundred operators all over the country and listened to their input. I might add that we listen very carefully to what operators have to say and what they want and need for their locations," said Friedman.

That Rowe listens to operators is evidenced by its latest compact disc jukebox, *LaserStar*, which has several features directly influenced by operator comments and suggestions. "Operators

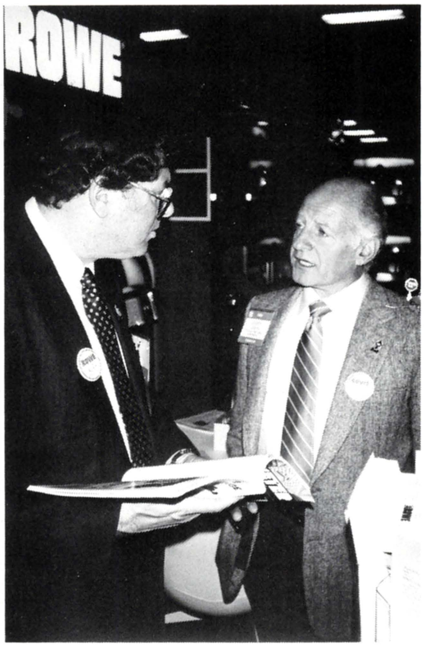


LaToya Jackson in Rowe's booth at AMOA with Joel Friedman (left) and Michael Reinert.

were concerned about being able to get quality sound in any type of location, whether it has high ceilings, carpet, etc. Our graphic equalizer instead of a simple bass and treble control is a direct result of operators expressing their needs.''

Friedman continued, ''Two other direct results of operator input is the style of the machine and easy selection. Operators wanted the jukebox to look like a compact disc jukebox, really eye-popping and unique. We gave it to them. Their other concern was the difficulty of selection. Customers too many times have been overwhelmed with trying to spend their money when they couldn't figure out the title selections or what to do on other compact disc jukeboxes. We have a strong European market where there are different compact disc jukeboxes available, so we have seen that problem over and over again.

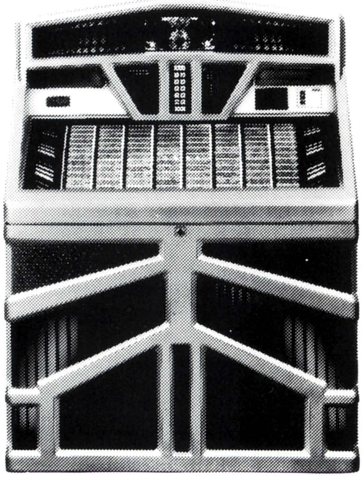
''Our jukebox is very simple to operate. We have made a user-friendly jukebox so customers don't have to be computer scientists to operate it. It's dramatic and exciting to the end user. Therefore, it is dramatic and exciting to operators' collections.''



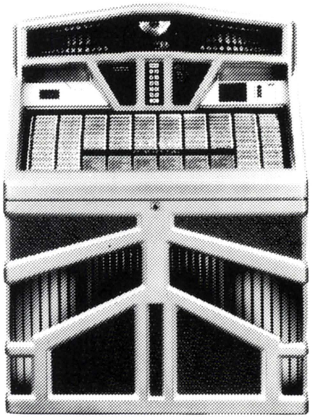
Joel Friedman (left) and Jerry Gordon reading Play Meter!

The operators' reaction to Rowe's compact disc machine has been strong because the cashbox has been strong. ''Music is becoming more important to operators. They are searching for good solid investments and they just aren't finding it with video games,'' Friedman said. He went on to say that all operators should start thinking about compact disc music. ''Whenever possible, I strongly suggest that operators seriously think about compact disc music; whether with a dedicated unit or a combo unit, they should start looking into it. A compact disc jukebox can give the operator the opportunity to do something more favorable in his locations such as front money, increased pricing, better splits, and long-range commitment, all leading to much higher collections.''

He was quick to add that he is in no way suggesting that 45s won't be around in the near future. On the contrary, he stressed that 45 jukeboxes are still selling very well. The record companies are still producing 45s and will continue to do so.



The RoweStar 45
Jukebox From Rowe



ComboStar 45/CD
Combination Jukebox
From Rowe

ROWE

COMPACT DISC

The New LaserStar
CD Jukebox From Rowe

LIEBERMAN MUSIC COMPANY
9549 Penn Avenue South
Minneapolis, MN 55431
612/887-9438 • 800/752-0157 (Minn.) • 800/533-4878 (USA) • FAX 612/887-5656

''Our information is as good as what we get from the record companies. None of them has even hinted at plans to discontinue 45s,'' advised Friedman.

Rowe is extremely proud of its distributor network, crediting its distributors with helping in the tremendous success it enjoys. ''A lot of our success is due to our distributors. Not just in sales but in service, parts, and professional advice the distributors offer their customers,'' explained Friedman.

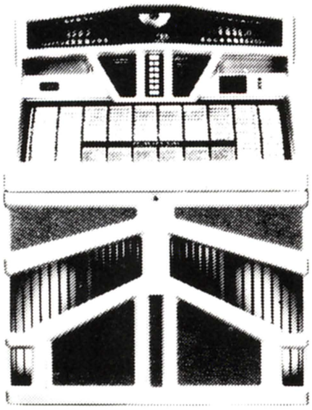
The early days

The jukebox division of Rowe began as National Piano Manufacturing Co. with one electric piano and two U.S. patents. Another division, National Automatic Music Co., owned and operated the machines in locations. In 1925 the two divisions were merged into one called Automatic Musical Instruments. The company later incorporated under AMI, Inc. AMI was a pioneer in coin-operated pianos, which were popular at the turn of the century.

***LaserStar* on location attracts crowd.**

Thomas Edison had already invented his phonograph, but it wouldn't be until years later that the machine was perfected enough to replace coin-operated musical instruments. As early as 1925, the company believed that an all-electric, multi-selection coin-operated disc-play phonograph would

ROWE® tate for PROFIT

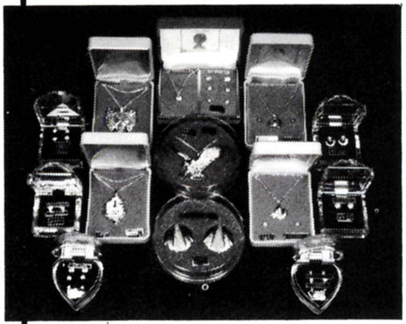


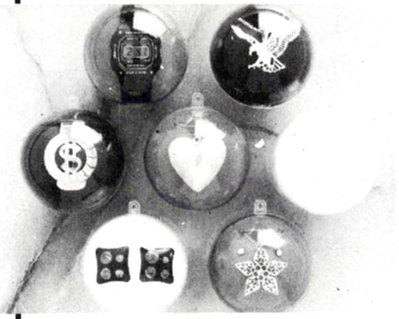
COMBOSTAR 45/CD COMBINATION JUKEBOX FROM ROWE.

State Sales & Service

3431-A Benson Avenue
Baltimore, Maryland 21227
301/646-4100

GIVE CRANE PROFITS A LIFT





HMS Monaco is the leading manufacturer & designer of jewelry specifically packaged for rotaries, cranes and other redemption equipment. We guarantee each and every jewelry, lighter or watch against defect.

- *JEWELRY*
- *WATCHES*
- *CRANE & ROTARY KITS AVAILABLE*

Not sure what would work best? Call one of our equipment specialists. They'll be happy to help.

For immediate shipment call
(800) 777-0901

HMS Monaco et Cie, Ltd.
135 West 20th Street, NYC, NY 10011 (212) 691-9000
See us in Booth 322 ACME-Reno

make it possible, with its range and volume, to play recorded music in locations where sound otherwise would be drowned out.

In 1925 B.C. Kenyon brought a crude model of an automatic selective disc phonograph mechanism to Clifford Green, chief engineer at AMI. It was combined with completely automatic, coin-controlled electrical operation and amplification and developed commercially. With occasional modifications, this design served as the company's foundation for almost 30 years.

By the end of 1925, AMI had placed 8,500 of the new machines in locations, and by 1930, most of the company's pianos had been replaced with these phonographs.

The first jukeboxes had a flat-front surface with a window that allowed people to watch the moving parts and look at the records being dropped from the stack. This fascinated the customers during the early days when up to 20 tunes could be played for a nickel each.

When Prohibition was repealed in 1933, opportunities were multiplied for operators to place jukeboxes as bars and taverns re-opened. By 1938 AMI accounted for a healthy share of the jukebox market although Wurlitzer was number one in sales during the '30s and '40s.

Between 1950 and 1952, AMI, Rock-Ola, and Wurlitzer joined Seeburg in the revolution from 78-rpm records to 45s. AMI's record changer, although the oldest in the industry, was still one of the best designed, and easily made the transition to 45s. By 1952 thère were 35,000 45-rpm jukeboxes in locations ranging from bars, soda shops, and diners, to truck stops, roadhouses, and hotels.

AMI continued to make elegant and stylish phonographs, and when public fascination with bright colors and lights emerged after the war, AMI introduced its *Model A*, which came to be known as the ''Mother of Plastic''. It was a mass of molded translucent plastic six feet high with color fluorescent tubes and a cluster of jewels adorning the base. Subsequent models were somewhat more conservative; they were smaller and without the cluster of jewels.

In the mid-50s, AMI took the lead from the Detroit automobile manufacturers, who were making automobiles with gigantic curved windshields and lots of chrome. AMI models of that time were able to penetrate the European market as never before.

In 1962 AMI was purchased by Rowe AC Services, a division of Automatic Canteen Company of America. The first Rowe/AMI jukeboxes were the ''L'' series, *Model JAL* and *JEL*, introduced the following year.

The company, owned by Triangle Conduit & Cable Co., changed the name to Rowe International in 1968. Its business motto was ''leadership through excellence,'' and that motto is still true today.

Rowe is at the top in the latest technology with the *LaserStar* compact disc phonograph. It is the epitome of

QUALITY #1

RoweStar

ComboStar

LaserStar

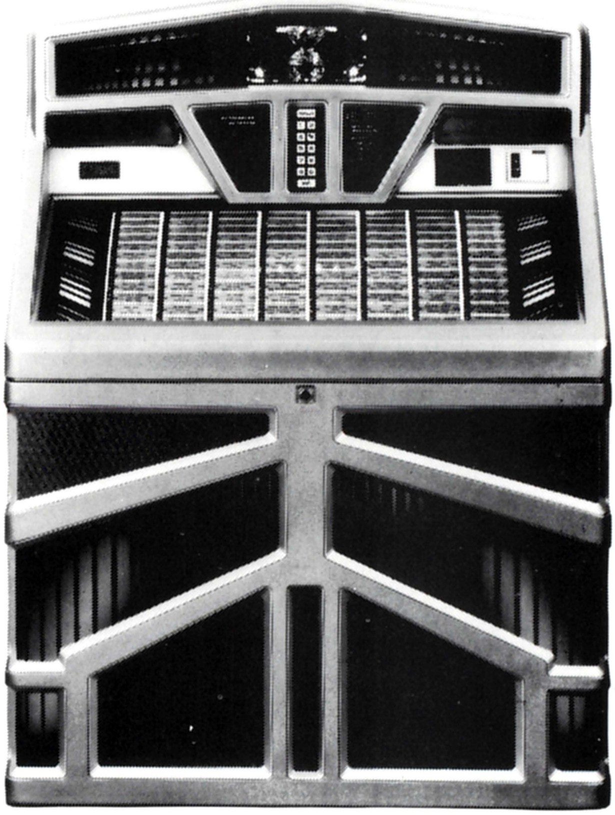
BETSON

Available Exclusively From:

6 Empire Blvd.
Moonachie, NJ 07074
(201) 440-2200

141 Lake Villa Rd.
New Hyde Park, NY 11040
(516) 354-4647

32 Higgins Dr.
Milford, CT 06460
(203) 878-6966



quality and reliability, drawing strong reactions from operators who were hesitant about investing in compact disc jukeboxes.

Rowe also offers a video jukebox, a nostalgia model, wall boxes, hideaways, combo units, 45 jukeboxes, and other surprises you can see down on the floor of ACME. The company is also gearing up for additional items for the *LaserStar*. Friedman wouldn't explain what the additional items are going to be, but if Rowe is introducing something new, that says it all. ''Operators feel secure investing money in a Rowe jukebox, because they know we will stand behind what we sell. The important thing is that we will be around building top-quality products,'' said Friedman.

The president of Rowe, Bruce Cowles, sums up Rowe's philosophy, ''Rowe treats everything we make as the most important part or product we've ever made.''

But what's *not* new at Rowe are its people and dedication to quality and excellence. Many of Rowe's employees have been there more than 20 years. At Rowe's engineering and manufacturing division in Grand Rapids, for example, Bob Courts, vice president and general manager, has 20 years of service; Ollie Okkonen, vice president of engineering, has been with Rowe 30 years; Joe Krestakos, chief design engineer, more than 40 years; Bill Brotz, chief electrical engineer, more than 15 years; Paul Kitchka, chief sound engineer, 20 years; Norm Zoodsma, manager of quality control, more than 30 years; Lloyd Herring, chief mechanical engineer, 20 years. These veterans work closely with the ''youngsters'' who are coming up through the ranks—nothing beats experience.

Rowe also has experienced people in the sales and distribution end headed by Jerry Hejtmanek, senior vice president. The department also includes: Jerry Gordon, president of distributor operations, has 35 year of experience in the coin-op industry, the last six with Rowe. Joel Friedman, vice president of the music group, has been with the parent organization the last 15 years, five with Rowe Music. Michael Reinert, director of music affairs and an attorney with an extensive music and entertainment background, has been with Rowe five years. Judy Norton, who was recently promoted to jukebox sales coordinator, has been with the company five years.

With the array of products, the years of know-how, and the experienced personnel, it's easy to understand how Rowe's new company motto evolved. These eight words sum up nearly a century of quality, service and integrity: ''Rowe Music: quality leadership into the 21st century.'' ☐

The power to overcome.

Easter Seals®

Your Exclusive Upstate New York *No-Hassle* Rowe Distributor has

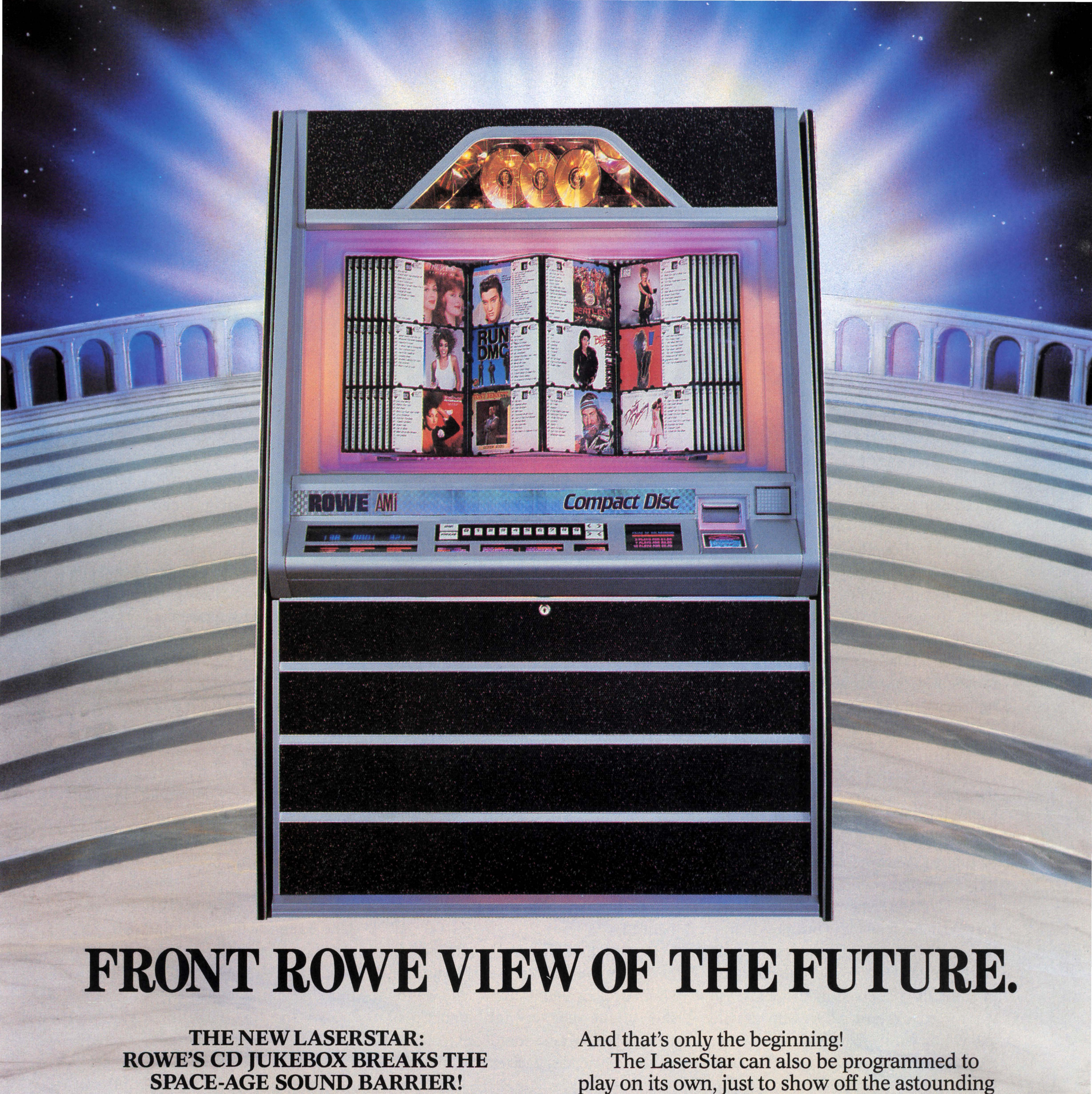
THE NEW LASERSTAR

T&R DISTRIBUTING

739 LINDEN AVE. • ROCHESTER, NY 14625
716/586-1100 • 800/222-8671 • 800/872-5656 (OUTSIDE NYS)

6116 BOSS RD. • SYRACUSE, NY 13211
315/437-8371 • 800/643-6363 • 800/321-8671 (OUTSIDE NYS)

COMPACT DISC



FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR: ROWE'S CD JUKEBOX BREAKS THE SPACE-AGE SOUND BARRIER!

The new LaserStar combines Rowe reliability with astounding CD sound, for a jukebox that takes you back to the future. One look at the components inside will reveal Rowe's continuing dedication to reliable jukebox technology, updated for today's laser music.

The LaserStar's appearance is as new as tomorrow, with a uniquely dynamic album display to attract lots of customer attention. Twelve full-sized CD jackets shine within theatrical halo lighting, topped by whirling rainbow discs. And that's only the beginning!

The LaserStar can also be programmed to play on its own, just to show off the astounding sound of its 7-band equalizer, 3-way speaker system and 250 booming watts of power.

The new LaserStar will prove to be as reliable and familiar as the other Rowe jukeboxes you've operated for years. And it will attract today's customers who want that modern laser sound.

All Rowe jukeboxes are available through your local music and games operator.

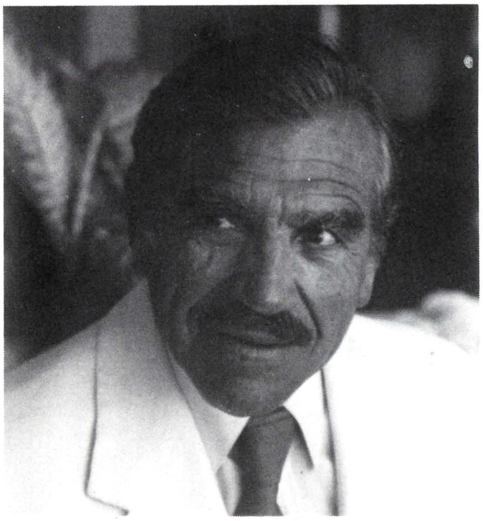
Rowe® ROWE®

JUKEBOX 100th ANNIVERSARY

QUALITY LEADERSHIP INTO THE 21ST CENTURY

PROFILE

Bert Betti shines in coin-op industry



by Valerie Cognevich

Bert Betti has to be described as one of the nicest people in the coin-op industry. It's easy to see why he was chosen to be honored this year at the American Amusement Machine Charitable Foundation dinner. Bert's success has been an inspiration, yet he still holds the integrity and loyalty that mean so much to him.

Bert has chosen the Tomorrow's Children's Fund as the beneficiary of the proceeds from the dinner. He firmly believes that raising money for charity should be a priority in the coin-op industry.

Bert is the second generation Betti in the coin-op industry, and his sons are following in his footsteps. His father Humbert Sr., Papa Betti, was born in Argentina and traveled with his family to Italy. When he was 16, he left the family for Scotland, where he made his first fortune in the restaurant business before he was 27. Papa Betti's success came to an abrupt end after World War I because of some ill-conceived investments. He was forced to return to Italy with his wife and young family that consisted of Bert, Hugh, Eddie, Louis, Augustine, and Olga.

Ever the entrepreneur, Papa Betti was fascinated with the apparent opportunities in the United States and soon traveled to the new world to seek his next fortune. He settled in Boston, where he had distant relatives. He worked as a waiter, accumulating enough money to move to New York City and open his own restaurant.

By 1927 Papa Betti was a naturalized citizen and financially able to send for his family. Because of the law of derivative citizenship in effect at the time, his children became immediate citizens on their arrival in the United States.

When Prohibition ended in 1934, Papa Betti and a partner placed jukeboxes in taverns as they started to re-open. He and his partner soon went their separate ways, and Papa Betti went into operating full-time. As Bert and his younger brothers became old enough to work, they joined the family business. Bert fondly remembers the hard work his father took for granted. ''Sixty-hour work weeks were the norm, and even more if circumstances required it,'' remembers Bert.

But the hard work paid off, and H. Betti and Sons was soon an established company. Then the second world war came along. All four sons went off to war, leaving Papa Betti and his daughters to keep the business going. It was especially tough when pinball machines were banned.

Bert's father went back to Italy in the early 50s, but not to retire. He was soon shipping slate over to Bert, who was by then selling slate tops for bumper pool tables. The particle board tops tended to warp so a friend suggested that he import slate from Italy, where Bert's father was, and sell them for the tables.

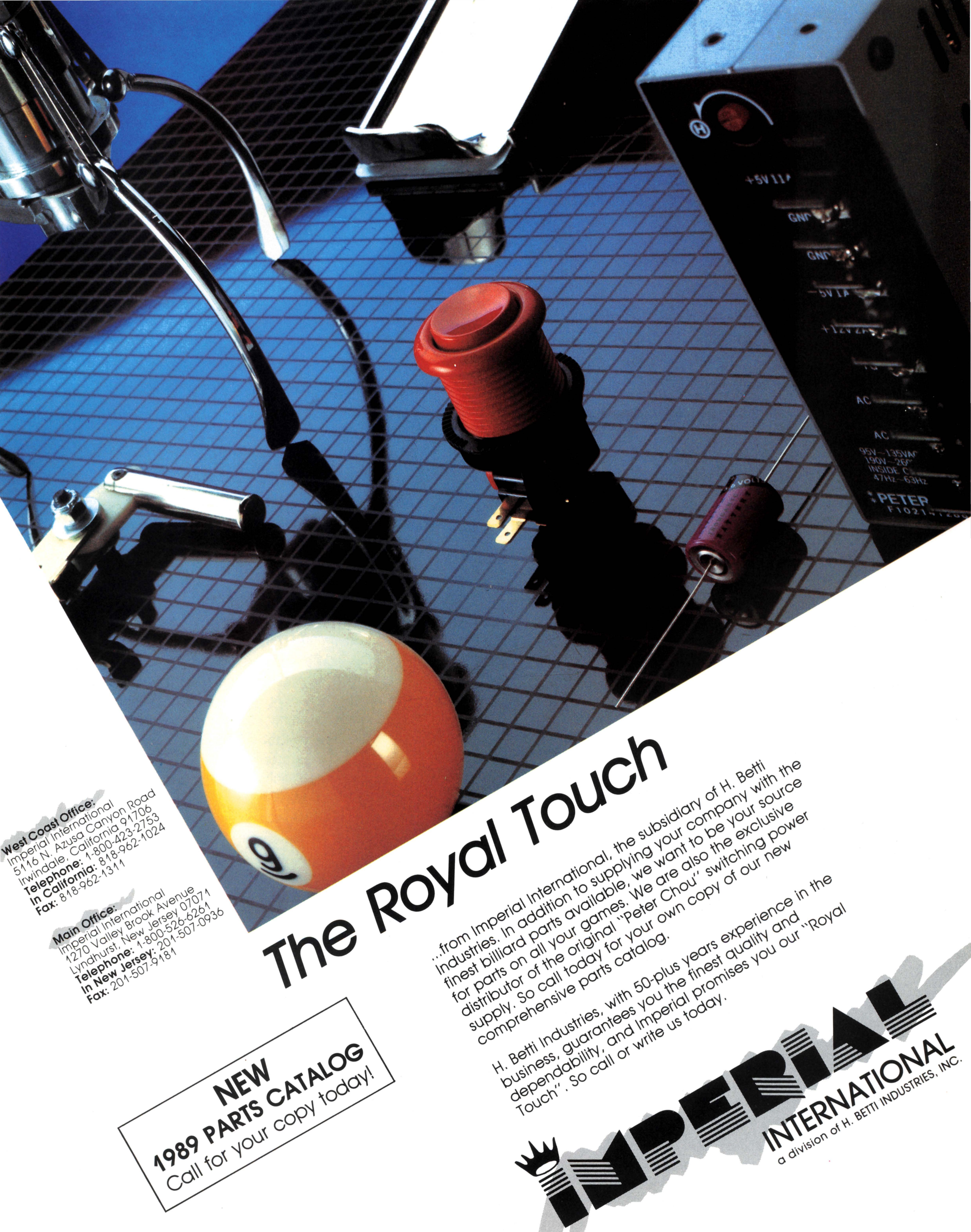
It wasn't long before Bert started selling the tables along with the slates and accessories. That was the beginning of his distributing career. Calling the new distributorship Betson from BETti and SONs, he found it difficult to compete with the distributors in the area. However, it wasn't long before manufacturers were seeking him out.

Bert meets Jane

Bert's wife Jane is one of the most likeable people I've ever met. She immediately puts you at ease and is delightful to talk to. She still retains that wonderful English accent from her native country. She was in the British military during World War II when she met Bert, who was serving in the military police in England. They laugh when they describe their first encounters as Jane explains that she thought Bert was rather pompous and he thought she was stuck-up.

They dated just short of a year before saying ''I do'' in May of 1944. They did not spend much time together during their first two years of marriage, as Jane finished her time in the military and Bert completed his tour of duty and returned to the United States. In March of 1946, Jane crossed the ocean on the Queen Mary to begin a new life with her young husband. Bert laughs that he heard two of Jane's aunts at their wedding saying the marriage wouldn't last six months. ''It's been 44 years now,'' chuckles Bert. ''I think it's going to last!''

Bert and Jane have three children: Peter, Robert, and Susan. Peter runs the Betson/Pacific offices in Los Angeles, San Francisco, and Phoenix. Robert opened and managed the Betson office in Connecticut for five years before returning to the head office in New Jersey in a top management position. Betson also has offices in Syracuse and Long Island, as well as New England Coin-Op, a corporate subsidiary. Susan's husband, Michael DiMotta, runs the Imperial International division, with offices on both coasts. ☐



The Royal Touch

...from Imperial International, the subsidiary of H. Betti Industries. In addition to supplying your company with the finest billiard parts available, we want to be your source for parts on all your games. We are also the exclusive distributor of the original "Peter Chou" switching power supply. So call today for your own copy of our new comprehensive parts catalog.

H. Betti Industries, with 50-plus years experience in the business, guarantees you the finest quality and dependability, and Imperial promises you our "Royal Touch". So call or write us today.

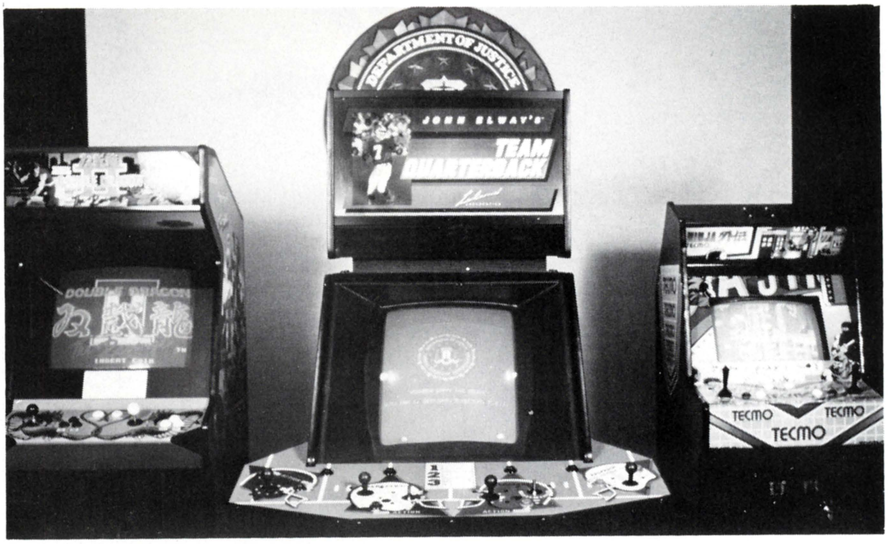
NEW
1989 PARTS CATALOG
Call for your copy today!

West Coast Office:
Imperial International
5116 N. Azusa Canyon Road
Irwindale, California 91706
Telephone: 1-800-423-2753
In California: 818-962-1024
Fax: 818-962-1311

Main Office:
Imperial International
1270 Valley Brook Avenue
Lyndhurst, New Jersey 07071
Telephone: 1-800-526-6261
In New Jersey: 201-507-0936
Fax: 201-507-9181

IMPERIAL
INTERNATIONAL
a division of H. BETTI INDUSTRIES, INC.

Video games carry anti-drug message



Featured games with the anti-drug message, (l to r): *Double Dragon II* from American Technos/Romstar; *Team Quarterback* from The Leland Corp.; and *Ninja Gaiden* from Tecmo.

The American Amusement Machine Association (AAMA) is participating with the Federal Bureau of Investigation (FBI) in its Drug Demand Reduction Program, a joint program which attempts to heighten public awareness to the dangers of drugs.

At a recent photo shoot at FBI headquarters, three AAMA video game manufacturers had their games officially unveiled, bearing the warning “Winners Don't Use Drugs” with the FBI seal and Director William Sessions' name. The manufacturers and their games are American Technos/Romstar (*Double Dragon II*), The Leland Corporation (*Team Quarterback*), and Tecmo (*Ninja Gaiden*). Jay Roffeld of Jay's Vending in Baltimore made the *Ninja Gaiden* kit into an upright specifically for the photo shoot.

Sessions and representatives from the FBI and AAMA attended the event. Other AAMA manufacturing members participating in the program are: Atari Games Corp., Capcom USA, Data East, Fabtek, Jaleco USA, Konami, Merit Industries, Nintendo of America, Premier Technology, Sega Enterprises, SNK Corp. of America, Taito America Corp., and Williams Electronics Games.

The drug warning, which has been programmed into the attract mode of each game, appears when the game is powered-up and repeats while the game is at rest.

According to AAMA President Frank Ballouz, the idea stemmed from a feeling among coin-op industry members that the industry is in a prime position to assist the nation in its efforts against drugs. “Millions of children and young adults across the country come into contact with our equipment every day,” Ballouz said. “We believe the impact of the FBI warning on them through this medium will be very strong.”

AAMA Executive Vice President Bob Fay, who served as an FBI special agent for 20 years, added, “It is our sincere hope that this will be only the beginning of our efforts in this area. We have been in contact with drug education agencies across the country in an attempt to better educate ourselves. We'll offer our assistance wherever possible.”

Sessions expressed pleasure with the FBI's new program and AAMA's participation in it. “Drug abuse is one of the most serious problems facing our society today,” he said. “We appreciate the AAMA's cooperation in getting the FBI's anti-drug message before the public.”

The director initiated this program in April 1988 to augment the Bureau's traditional drug enforcement efforts. Each of the FBI's 58 field offices has designated special agents to coordinate this drug-fighting effort with other such programs in schools, businesses, and community groups.

“The FBI's affiliation with the AAMA helps to show people that we are a responsible, legitimate industry,” said Michael Robinson, Tecmo's national sales manager. “We're very proud to be part of the anti-drug movement.”

"WINNERS DON'T USE DRUGS"
William S. Sessions, Director, FBI

Standing behind a copy of the original artwork for the anti-drug message, (l to r): Steve Koenigsberg, AAMA vice president and president of State Sales and Service in Baltimore, Md.; Frank Ballouz, AAMA president and president of Fabtek Inc. in Bellevue, Wash.; and FBI Director William S. Sessions.

For the Dartsharks in your Locations

Arachnid, Inc. introduces the Master 7™ - an all new sophisticated English Mark Darts designed for the master level player. The Master 7™ features 7 new games in addition to two master's favorites, 301 double in/double out and 701 double out. This game also boasts a switchable inner bullseye and the all new league slot. The Master 7™ is available as a kit for your 6000 or 6000 Plus.

Attractive Screen Graphics

New League Slot™

Colorful Decals

Optional Bill Validator w/ Stacker

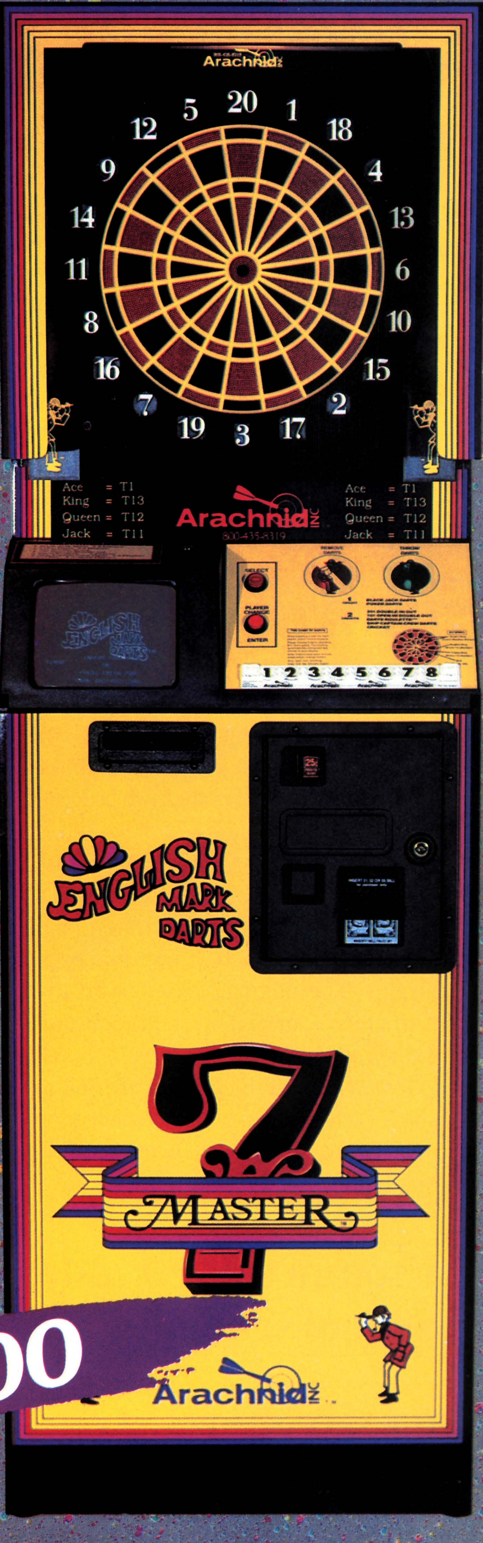
All the Benefits of the Super 6 Plus™

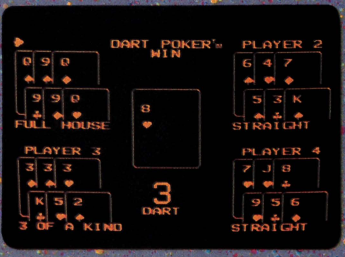
Auxiliary Television Hookup

Available in kit form for 6000 or 6000 Plus

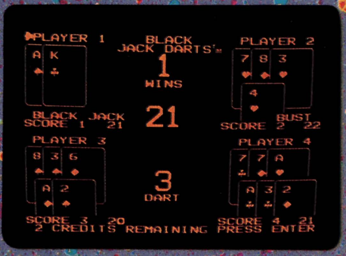
Timeless Games Now Available in English Mark Darts

ENGLISH MARK DARTS

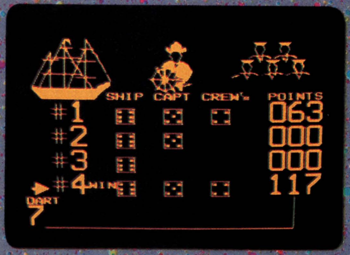

Arachnid
Ace = T1
King = T13
Queen = T12
Jack = T11
Arachnid INC
800-435-8319
1 2 3 4 5 6 7 8
ENGLISH MARK DARTS
7
MASTER
Arachnid INC


DART POKER™ WIN
PLAYER 2
FULL HOUSE
STRAIGHT
PLAYER 3
PLAYER 4
3 DART
3 OF A KIND
STRAIGHT

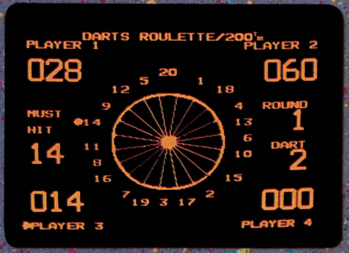
Poker Darts™


PLAYER 1
BLACK JACK DARTS™
PLAYER 2
1 WINS
BLACK JACK SCORE 1 21
21
BUST SCORE 2 22
PLAYER 3
PLAYER 4
3 DART
SCORE 3 20
SCORE 4 21
2 CREDITS REMAINING PRESS ENTER

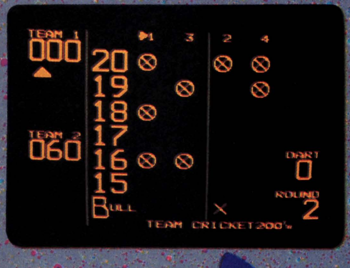
Black Jack Darts™


SHIP
CAPT
CREW™
POINTS
#1 063
#2 000
#3 000
#4 WIN 117
DART 7

Ship - Captain - Crew Darts™


DARTS ROULETTE/200™
PLAYER 1
PLAYER 2
028
060
MUST HIT 14
ROUND 1
DART 2
014
000
PLAYER 3
PLAYER 4

Darts Roulette 200™


TEAM 1 000
TEAM 2 060
20
19
18
17
16
15
BULL
DART 0
ROUND 2
TEAM CRICKET 200™

Three Games of Cricket

- **Regular Cricket (2 to 4 Individual Players)**
- **Cut-Throat Cricket**
- **Team Cricket**

7000

Arachnid INC ™ P.O. Box 2901 • Rockford, IL 61132-2901 • (IL) 815-654-0212 • 800-435-8319

Sega complex set to open

This month Sega's Time-Out Family Amusement Centers Inc. officially opens an entertainment complex called Sega's Time-Out-On-The-Court. The 35,000 square foot facility is located in L.J. Hooker's Forest Fair Mall in Cincinnati, Ohio.

According to Time-Out President Arnold Kaminkow, this project is "the first Entertainment Anchor being built in a mall in the United States. This mall is 1.7 million square feet in size and will be comprised of four department stores and a hyper-market anchor."

Time-Out-On-The-Court will feature a carousel, an 18-hole miniature golf course, a mid-way, a ride area featuring multi-passenger kiddie rides and bumper cars, and an in-line amusement center featuring redemption games and merchandise.

RSROA planning for May show

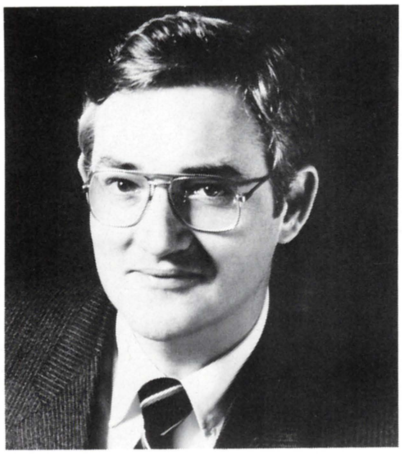
The Roller Skating Rink Operators Association (RSROA) will stage its convention and trade show on May 9-10 at the Riviera Hotel and Casino in Las Vegas. Nearly 150 booths have been sold for the event.

Among the trade show awards that will be given out are best "newcomer" display (first-time exhibitor), best single booth display, and best multiple booth display. The judging is based on creative use of theme, originality, and application to the roller skating industry.

Room rates at the Riviera are $62 for single and double rooms; reservations must be made by April 16 and require a one-night room deposit.

Fromm sets Arcade School schedule

Randy Fromm, president of Randy Fromm's Arcade School in La Mesa, Calif., has announced the new schedule of classes for 1989. "I'm actually offering two different classes this year," he said. "There's the five-day class and a new weekend class that is specifically for video game monitor repair."



Paul Moriarity

Dickie Hanner

The five-day class covers such subjects as basic electronics, semiconductors, power supplies, video game monitors, soldering techniques, and using the digital multimeter. It will be held in various cities around the country; the weekend monitor school will only be in San Diego.

"I started the weekend monitor class because of popular demand," Fromm said. "I kept getting calls from people with monitor problems. They would ask if I was planning to do a class that specifically covered monitors. Well, now I am!"

Here are the dates and locations for the five-day classes: Feb. 27 to March 3 in Reno; April 3-7 in Atlanta; May 29 to June 2 in Dallas; Oct. 23-27 in Boston; and Nov. 6-10 in Chicago. The weekend monitor classes will be held April 29-30, July 8-9, and Oct. 7-8.

For more information and a free brochure, contact Randy Fromm, 7960 Culowee St., La Mesa, CA 92041; (619) 697-4035.

U.S. Games adds Moriarity, Hanner

U.S. Games Inc. President Mike Pace has announced the addition of two industry veterans to the company — Paul Moriarity and Dickie Hanner.

Moriarity will oversee U.S. Games' administrative and financial operations. "We are excited to have an individual of Paul's extensive industry background to help guide us through the period of tremendous growth that we are currently experiencing," Pace said. "He is a man of impeccable reputation and unparalleled expertise."

Moriarity indicated that his principle role with U.S. Games is to assume much of the administrative burden. This will allow Pace more time to devote to research and development. "I'm happy to return to the coin-op industry through an association with such an innovative firm, one that's so committed to this business," he said.

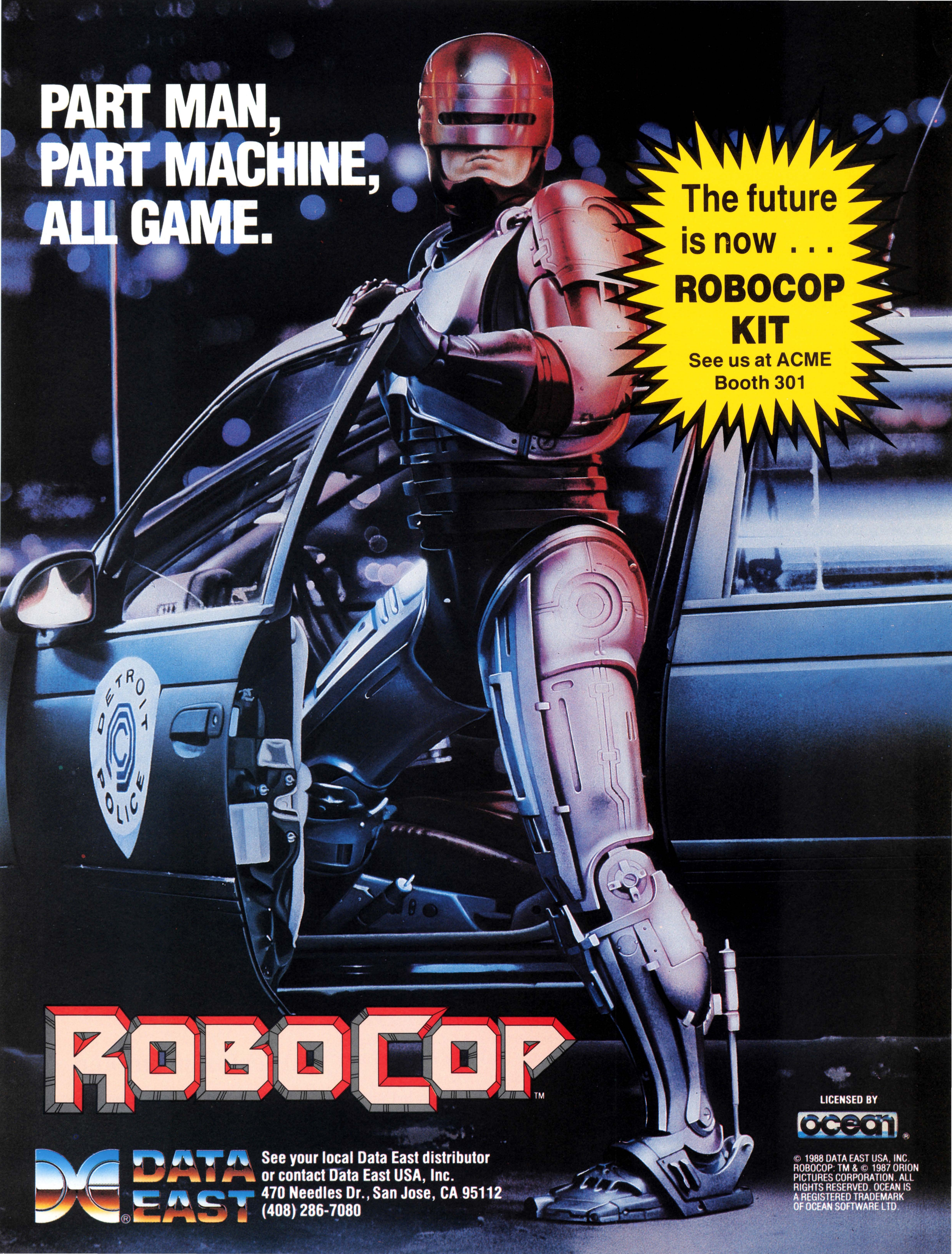
In 1973, Moriarity opened the stateside Taito office in Chicago; he was named president of Taito America in 1983. Moriarity left Taito in 1987 to pursue opportunities in international trade and licensing.

Meanwhile, Hanner has been named to the position of sales manager. He will direct the company's inside sales efforts. "We are particularly pleased to announce Dickie's decision to join our sales team," Pace said. "He knows the industry and has developed a reputation for being understanding of and responsive to the needs of distributors and operators.

Hanner joined Peach State Distributing in 1979 and worked in the company's outside sales division for six years. Previous to joining U.S. Games, he had been with the R.J. Reynolds Tobacco sales force.

Update on jukebox licensing

As of Nov. 18, 1988, the number of jukeboxes registered for 1988 with the


PART MAN,
PART MACHINE,
ALL GAME.
The future is now . . .
ROBOCOP KIT
See us at ACME Booth 301
DETROIT POLICE
ROBOCOP™
LICENSED BY
ocean®
DATA EAST®

See your local Data East distributor
or contact Data East USA, Inc.
470 Needles Dr., San Jose, CA 95112
(408) 286-7080

© 1988 DATA EAST USA, INC.
ROBOCOP: TM & © 1987 ORION PICTURES CORPORATION. ALL RIGHTS RESERVED. OCEAN IS A REGISTERED TRADEMARK OF OCEAN SOFTWARE LTD.

U.S. Copyright Office was 95,950, according to AMOA. This figure is only 1,383 less than 1987; however, it's less than the 115,000 quota for 1988 as set by an agreement with the performing rights societies to qualify for a rebate.

In 1987, 97,333 jukeboxes were licensed with the U.S. Copyright office for the entire year. That figure prevented jukebox operators from receiving a rebate from the "ASCAP-BMI-SESAC 1987 Jukebox Rebate Fund." Under AMOA's 1985 agreement, 110,000 jukeboxes needed to be registered in 1987 to put the rebate program into effect.

The last time operators received a rebate was for 1986, when over $1 million was disseminated (in 1987) to eligible jukebox operators who registered their jukeboxes in calendar year 1986. That rebate was $10 per jukebox.

AMOA urges all of its members to license their jukeboxes. For more information, contact the Licensing Division of the U.S. Copyright Office at (202) 707-8130.

Coin Mechanisms celebrates its 20th

On Feb. 15, Coin Mechanisms Inc. of Elmhurst, Ill., celebrated its 20th birthday. The privately-held company was incorporated in 1969 by founders Arline Pierz and Ray Nicholson. Coin Mechanisms started with 12 employees; today there are 75 in both the main and coin door facilities.

The company is a major coin mechanism supplier for the coin-op industry. It also manufactures complete coin door assemblies, front plates, timer box housings, and back channels in domestic, token, and foreign configurations. Coin Mechanisms is represented throughout Europe, Australia, Canada, the Middle East, the Caribbean, and the Philippines.

"We would like to thank all of our friends in the coin-op industry around the world for their support," said Ms. Pierz. "We will strive toward keeping our products, quality, service, and aggressive philosophy focused on our customers and their needs."

GGINGS
Nintendo
ENTERTAINMENT CENTER

Romstar's Cap Estel subsidiary has been successful with this Nintendo retail outlet in a southern California shopping mall.

Romstar teams with Nintendo

Romstar has launched into a full-scale marketing program for Nintendo and its consumer video game division. It is being done through both Romstar itself and its operating subsidiary, Cap Estel Enterprises Inc.

Although the release of its latest software was reportedly delayed by the death of Emperor Hirohito, Romstar joined a score of other software suppliers at the Nintendo booth during the recent Consumer Electronics Show. Romstar will be providing the software for a two-player *Double Dragon* game for the Nintendo Entertainment System (NES).

Juke Rock Systems redesigns jukebox

Juke Rock Systems Inc. of Peterborough, Ontario, Canada has completely redesigned its Juketron CD jukebox to provide an eye-catching display of light, color, and sparkle, according to President John Scott. It was originally exhibited at the AMOA show in Chicago last November.

"The operators were enthusiastic about the unique new selection system, which uses a high-resolution video screen instead of title strips," he said. "And they were very impressed by the quality of the sound. However, it was felt that the appearance of the unit should be enhanced to give it more of the 'jukebox personality' so familiar to the industry and the public. This is just what we have done."

The unit has a 120-disc CD player, a four-way speaker system with dual 15-inch floor-level subwoofers, and a computer-based selection system controlled with a trackball.

Wendy Atherton

Atherton promoted

Sunsoft President Joe Robbins has appointed Wendy Atherton as sales coordinator for Sunsoft's coin-op division.

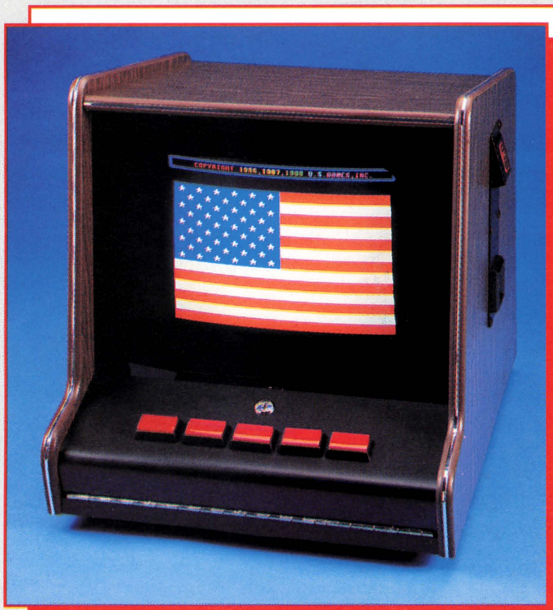
Atherton has been in charge of the company's consumer division, a position that she'll maintain in addition to her new

The Game That Thinks Profit$

★ ★ ★ ★ ★ ★ ★

SUPER DUPER CASINO

VERSION 15



. . . 15 great games-in-one that automatically adjust to maximize profits in each location.

*Patented **Super Duper Casino** software maximizes profits by making critical game adjustments automatically. . .*

***AutoSelect™** . . . You select the number of **Super Duper Casino** games you want to offer in the game selection menu, then **AutoSelect** monitors the play, automatically substituting alternatives for the least played games, ensuring players have their choice of the most popular games in that location.*

***AutoAdjust™** . . . Adjusts the parameters of play for each game to the expertise level of a location's players. **AutoAdjust** automatically solves the dilemma over whether a game is too easy or too challenging, plays too slow or too fast.*

***Super Duper Casino** gives you the countertop model choices you demand:*

- ★ *Available with 9″ or 13″ monitor*
- ★ *Family of upgrades converts **Little Casino II** and all other popular countertop models to Version XV*

Super Duper Casino

The game that thinks profits. The choice of smart operators everywhere!

U.S. GAMES, INC.
Invest in the Best

1346 Oakbrook Drive, Suite 110
Norcross, GA 30093
1-800-HIT GAME
1-404-441-2910
FAX #: 404-446-2211

U.S. designed! U.S. built! Buy U.S. Games!

U.S. GAMES, INC.

duties. Sunsoft is a division of Sun Corp. of America.

National
Video Games
Club of America

Logo for the National Video Games Club of America.

Video game club formed

High scores on a video game don't necessarily have to be limited to personal satisfaction. If players join the National Video Games Club of America, that score will be compared with that of competitors from over 6,000 locations nationwide.

According to club officials, the organization exists to make games more fun while adding competition. At the same time, players' skills will be rewarded with prizes and national recognition. A monthly newsletter will be published, keeping members informed about new games, monthly winners and their scores, upcoming state, regional, and national tournaments, and tips on how to improve scores.

The cost for a year's membership is $15; it's open to everyone in the United States. For information on how to join or to become a sponsoring location, write National Video Games Club of America Inc., P.O. Box 44137, Jacksonville, FL 3223-4137; (704) 563-7687.

Notre Dame session starts in April

April 6-9 are the dates for a brand-new, first session of the AMOA-Notre Dame Executive Development Program. Actually, it's the first session for ''Group IV'' participants; it will be held at the university, located at South Bend, Ind.

Designed specifically for operators in the amusement and music industries, the program is comprised of five two-and-a-half day sessions. The sessions are held each fall and spring; over 100 operators have participated in the program over the past few years.

Each session focuses on specific operator issues, including accounting, budgeting, finance, human resource management, law, marketing, strategic planning, and taxation. There are also group assignments, where operators are given specific ''homework'' projects.

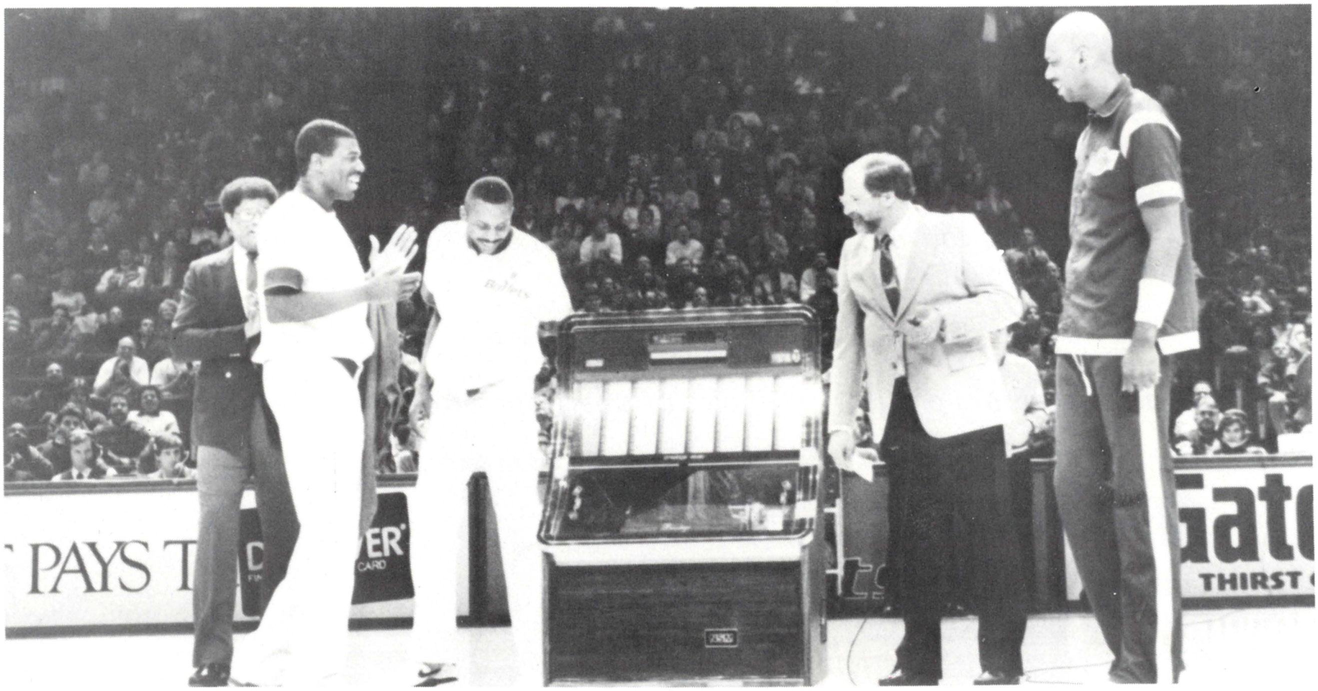
For more information, contact Priscilla Lorenzin at AMOA headquarters (312) 644-6610, or Randy Chilton at (316) 262-3538.

Alter leaves joint enterprise

William A. Alter of Alter Enterprises has withdrawn from the partnership formed between himself and Milton Brechner of the Dan Brechner Co. Alter cited his workload with other companies and projects as the reason for the move.

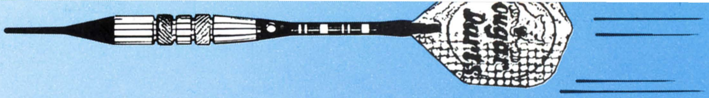
Alter-Brechner Ltd. was formed about a year ago; its purpose was to manufacture, stock, sell, and service the plush, soft toy, and novelty merchandise business in the international marketplace.

The company will continue under the complete control and guidance of the Dan Brechner Co. The name will change in the near future, as will the address and telephone numbers. ☐



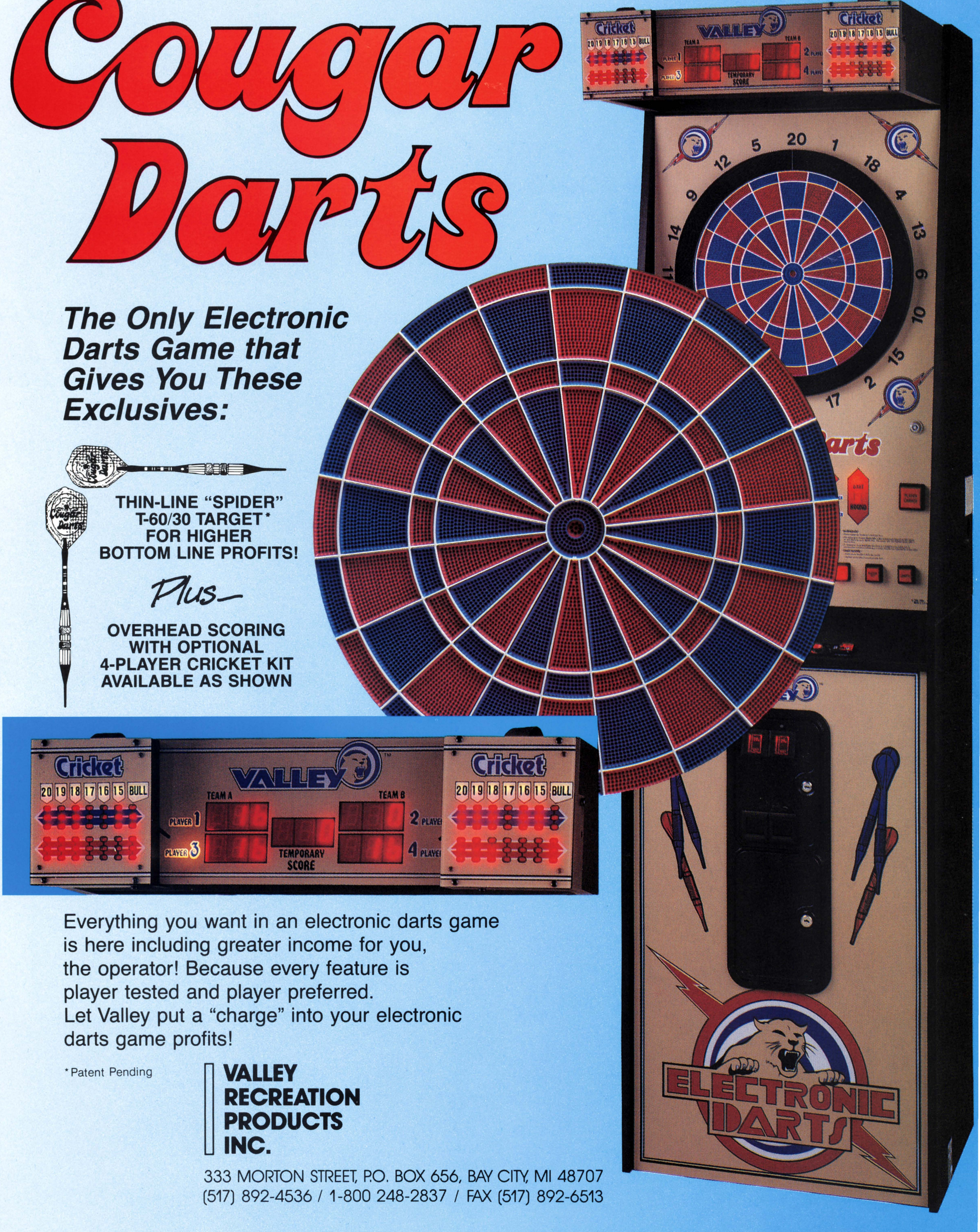
Washington Bullets coach Wes Unseld, along with Bullets Bernard King and Darrell Walker, assist P.A. announcer Marv Brooks in presenting Kareem Abdul-Jabbar (r) with an NSM jukebox. Jabbar, who will retire from basketball after this season, received the jukebox in honor of his final game at the Capital Center. Assisting in the project were AAMA Executive Vice President Bob Fay, Tony Paszkiewicz of Columbia Vending, NSM/Loewen-America President Rus Strahan, and Jim Hayes of Gem Music and Vending Co.

VALLEY®


Cougar Darts

Cougar Darts

The Only Electronic Darts Game that Gives You These Exclusives:


Cougar Darts
Cricket
20 19 18 17 16 15 BULL
VALLEY
TEAM A
TEAM B
PLAYER 1
PLAYER 3
2 PLAYER
4 PLAYER
TEMPORARY SCORE
20 1 18 4 13 6 10 15 2 17 12 5 9 14 11
Darts
ELECTRONIC DARTS

**THIN-LINE "SPIDER"
T-60/30 TARGET*
FOR HIGHER
BOTTOM LINE PROFITS!**

Plus—

**OVERHEAD SCORING
WITH OPTIONAL
4-PLAYER CRICKET KIT
AVAILABLE AS SHOWN**

Everything you want in an electronic darts game is here including greater income for you, the operator! Because every feature is player tested and player preferred. Let Valley put a "charge" into your electronic darts game profits!

*Patent Pending

**VALLEY
RECREATION
PRODUCTS
INC.**

333 MORTON STREET, P.O. BOX 656, BAY CITY, MI 48707
(517) 892-4536 / 1-800 248-2837 / FAX (517) 892-6513

SUPER OFF ROAD™

© LELAND 1988

The Leland Corporation's Off Road Quiz #2

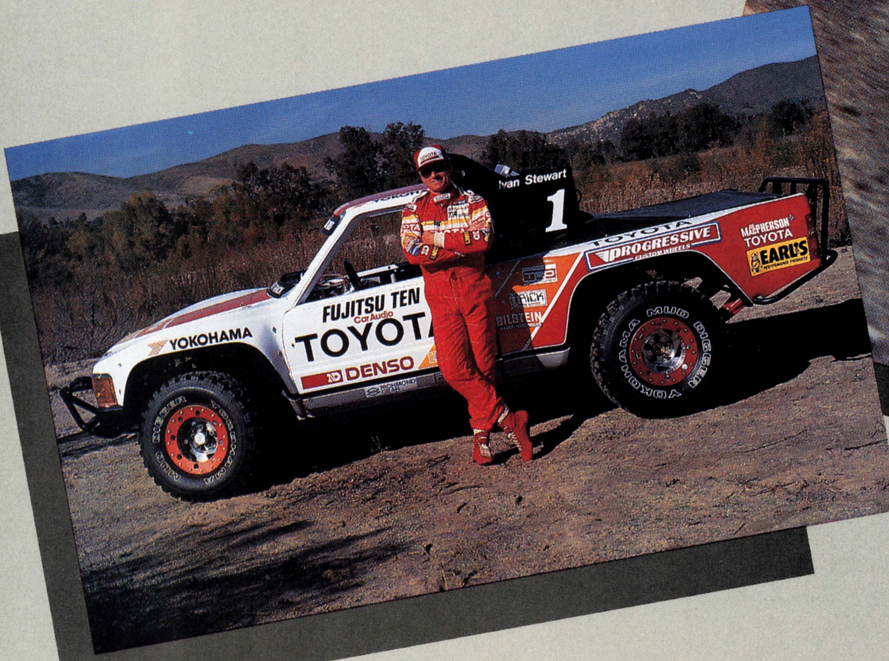
1. **The Leland Corporation has just developed ...?**
   a) A digital toothbrush.
   b) The home liposuction kit.
   c) A car that is powered entirely by beer.
   d) An exciting new video game called Ivan "Ironman" Stewart's Super Off Road.

2. **The Super Off Road cabinet is designed ...?**
   a) By NASA for deep space exploration.
   b) To withstand tornadoes, earthquakes, hurricanes and other natural disasters.
   c) To frighten small animals.
   d) For up to 3 players to go at it side by side in a high speed off road stadium race.

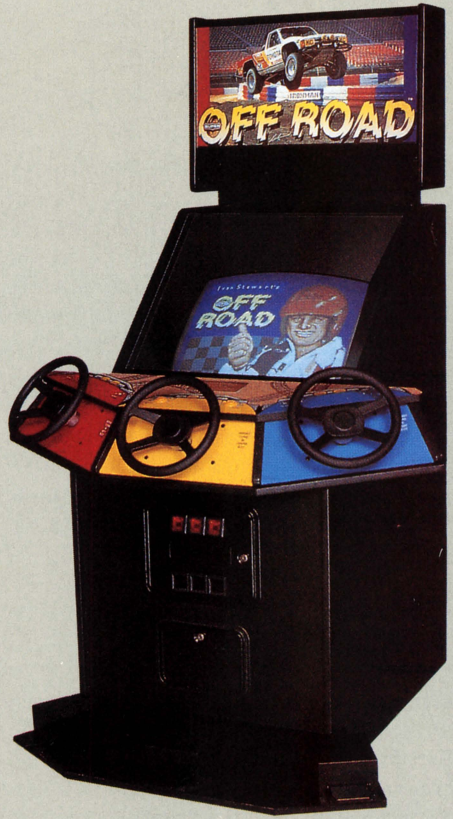
3. **The Leland Corporation's Super Off Road is making ...?**
   a) Big money at test locations.
   b) Game operators very happy.
   c) The competition very nervous.
   d) All of the above.

The correct answer to all three questions is "D". If you failed the Off Road Quiz you should contact your nearest Leland Corporation distributor and ask to see Ivan "Ironman" Stewart's Super Off Road.

Ivan Stewa
TRD
KC HiLiTES
BILSTEIN
EARL'S
VALVOLINE
TOYOT
DEN


Ivan Stewart
1
TOYOTA
PROGRESSIVE
McPHERSON TOYOTA
EARL'S
FUJITSU TEN
TOYOTA
YOKOHAMA
DENSO
BILSTEIN
YOKOHAMA MUD DIGGER

Warning to the competition - the ROAD just got a little rougher.



Grab the wheel, stomp on the accelerator and hold on tight because you're in for some of the wildest ground-poundin', tire-bustin', hill-jumpin', teeth-rattlin' off road racing you've ever seen ... with Ivan "Ironman" Stewart's SUPER OFF ROAD from the Leland Corporation.

Check out these hard driving, heavy-duty features that leave the others in the dust. SUPER OFF ROAD was designed under the hands-on supervision of three time Baja 1000 winner Ivan "Ironman" Stewart.

Ivan "Ironman" Stewart's SUPER OFF ROAD, it's got the guts to stay clear of the ruts. From Team Leland - the American game company that's driven by quality.

Leland
CORPORATION

1841 Friendship Drive
El Cajon, CA 92020 (619) 562-7000

© 1989 The Leland Corporation. All rights reserved.
Ivan "Ironman" Stewart's SUPER OFF ROAD is a trademark of the Leland Corporation.

STATE UPDATE

CANADA

In Winnipeg, a civic finance committee has voted to overturn an outdated bylaw that prohibited amusement parlors in two city wards. The decision means that Jefferson and Kildonan Parks, the only two areas of Winnipeg without video game parlors, can now have them.

Northwest Amusements Inc. has secured a lease to open an amusement parlor in a West Kildonan shopping center. It needed the bylaw quashed before applying to the local community committee for a permit. ''We believe that it is unfair that these two wards continue to be singled out,'' said Jack London, a lawyer for Northwest. ''The shopping center is looking forward to the business.''

London added that the bylaw originated from the old West Kildonan council; the rationale for it is unknown. Although they cannot bar amusement parlors, community committees can regulate their numbers.

ILLINOIS

The Adolph Coors Co. has agreed to co-sponsor the 1989 Statewide Pool and Dart Tournaments, which will be held April 7-9 at the Prairie Capital Convention Center in Springfield. Several phone calls and meetings between Illinois Coin Machine Operators Association (ICMOA) members and Coors representatives led to the agreement.

The agreement includes $7,500, which is to be used for the ICMOA tournaments and the use of the ''Coors Extra Gold'' logo on all trophies, certificates, posters, and any literature connected with the tournaments. The logo will also be displayed in strategic areas throughout Illinois.

Coors has promised ICMOA complete cooperation with all participating operators; however, the association stresses that operators must contact their local Coors distributors to maximize the relationship. The distributors will assist in promoting the qualifying tournaments by providing radio, TV, and newspaper ads and other promotional materials.

The other sponsors are Arachnid, which will provide 64 dart games and staff for the dart finals, and American Vending Sales, which will supply 16 Dynamo pool tables for the pool finals.

MASSACHUSETTS

Selectmen in Saugus have voted down a proposal to put 23 coin-op video games and a jukebox in a new restaurant there. They were concerned about the corrupting effects of the games and, in their eyes, the accompanying menace of irresponsible alcohol consumption.

Selectmen said the restaurant's sports theme wasn't consistent with what the town wants to see along Route One. ''Route One has a tradition for fine family restaurants . . . I'm not convinced it's the theme that's right for this town,'' said Selectman Peter Manoogian.

OHIO

The Ohio Coin Machine Association (OCMA) is keeping close tabs on Gov. Richard Celeste, who will soon present the 1989-1991 state budget to the Ohio General Assembly for its approval. Included in the budget recommendations may be a request to increase Ohio's cigarette tax. The money would possibly be used to finance expansion of homecare programs for the elderly or other health and human service programs.

The General Assembly last approved a four-cent increase in the state tax on a pack of cigarettes in 1987, bringing the total state tax to 18 cents a pack. According to the Ohio Dept. of Taxation, the cigarette tax currently generates about $181 million in revenue for the state each fiscal year.

In other Ohio news, Rose M. Bennett, former owner of Toledo Coin Machine, died on Dec. 28 at the age of 90. Bennett will be sadly missed by all her friends in the coin machine industry. The family requests that friends desiring to remember her may send contributions to the American Cancer Society or the American Heart Association, two of Bennett's favorite charities.

VIRGINIA

When two businessmen in Spotsylvania County opened a billiard parlour several months ago, there were no cries from the county planning commission about the ''bad element'' that may frequent there. The thriving business is aimed at families and couples, according to one of the owners, Gred McDavitt.

But now, another businessman wants to put a video game arcade in the same shopping center. What's the reaction? McDavitt and a nearby resident are complaining to the commission. The complaint: the arcade will attract beer-drinking teens who ''rev up their cars, hoot, and holler.''

''We watch the parking lot like a hawk and turn away anyone who has been drinking alcohol,'' McDavitt said. ''It's not a pool hall but a nice billiard parlor.'' The opposing resident said he opposes the arcade because he doubts the manager will do as good a job of policing his premises.

Ray Shackelford, the applicant for the arcade, already owns two other ones; they're family-oriented businesses, he maintains. Furthermore, the only reason McDavitt is opposed to the arcade is because it might cut into the billiard parlour's business, Shackelford said.

WISCONSIN

The formal draft of legislation to legalize video poker games in Wisconsin has been prepared and readied for review by the Wisconsin Amusement and Music Operators (WAMO) board of directors. The meat of the legislation is based on a bill that gained approval in the Montana legislature; that state is widely considered to have model legislation for video poker.

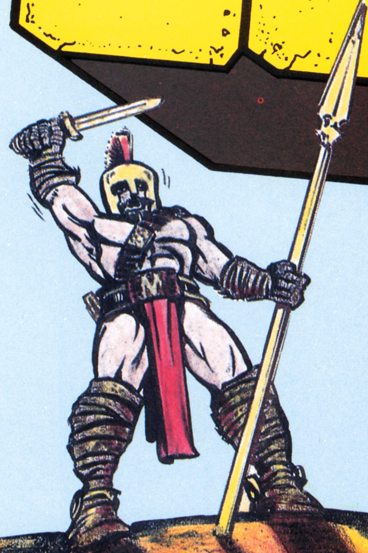
As proposed for Wisconsin, the bill being drafted would clearly define the skill element involved in video poker games of chance. This would hopefully quell any future objections by the State Justice Department or challenges in court. It would allow machine credits to be exchanged for cash up to $100 per hand.

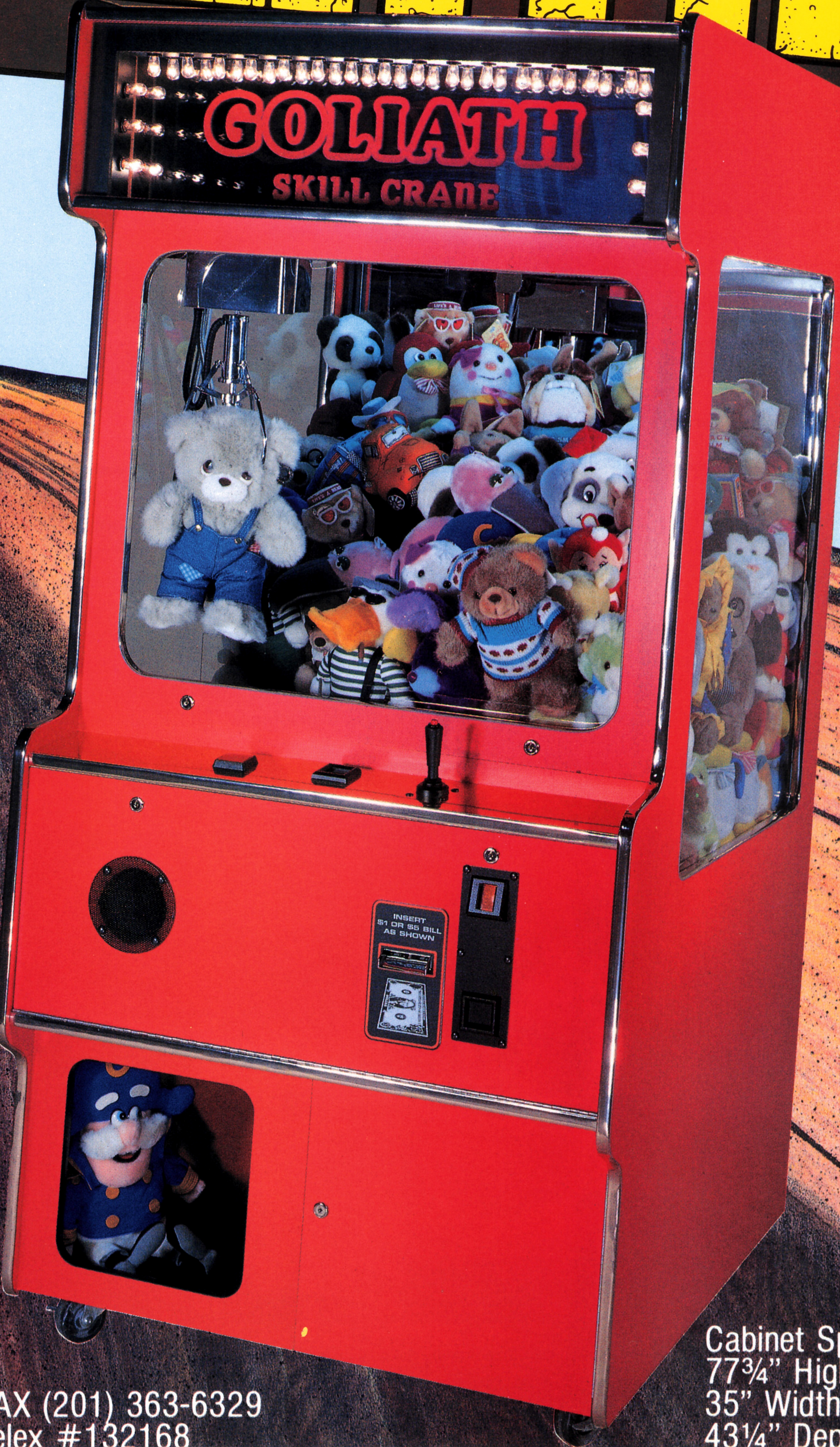
A fee schedule would mandate licensing per the following: a distributor fee of $5,000 annually; an operator fee of $2,000 annually; and a location fee of $120 per game. The poker machines would have to include equipment that allows for easy auditing by enforcement officials. Gross receipts would be subject to Wisconsin's five percent sales tax; violations of the law could lead to penalties of up to $10,000.

If the board of directors agrees to the bill's language, it is expected to be formally introduced in the Senate.

THE NEW CHAMPION!

GOLIATH




GOLIATH
SKILL CRANE
INSERT $1 OR $5 BILL AS SHOWN

- 100% Solid State!
- Complete Light Package!
- Complete Music & Sound Package!
- Unauthorized Intrusion Sensors and Alarm!
- Extra Large Viewing Area!
- Huge 29 Cu. Ft. Prize Area!
- Available with Joystick or Button Player Controls!
- Prize Detection System!
- Locking Front Wheels!
- $1/$5 Bill Acceptor!
- Optional Ticket Dispenser!
- Digial Credit/Timer!
- Total Adjustability!
- Sturdy Plywood Cabinet!

SMS manufacturing corporation
601 Prospect Street
Lakewood, NJ 08701

In NJ (201) 370-3030
Outside NJ (800) 221-0138

FAX (201) 363-6329
Telex #132168

Cabinet Specs
77¾" High
35" Width
43¼" Depth

T.O.P. hits the road

Dan Morin and a friend with T.O.P.'s Matt Tarantelli.

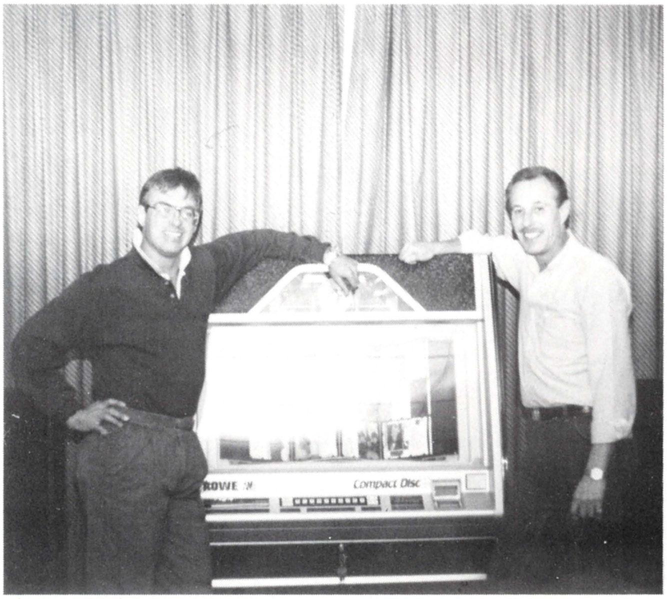
Tom and Marsha Tarantelli.

Following a new office opening and pre-AMOA equipment preview last October, T.O.P. Distributing took the show on the road. Traveling to Albany, Buffalo, and Rochester, T.O.P. showed over 300 operators the new Rowe *Laser Star 100* compact disc jukebox.

"The operator support in the Albany area is clearly evident," noted Tom Tarantelli, in referring to the number of new faces now doing business with T.O.P.

The T.O.P. crew hosted several dinners during their travels. They were overwhelmed at the response to the new music machines. T.O.P. also showed a variety of other equipment including Nintendo's *PlayChoice-10* and Arachnid's dart line-up.

Of special note, T.O.P.'s Dave Myers and Vending Times' Alicia Lavay are now an inseparable couple. There may be wedding bells in the not-so-distant future. Good luck to two good friends.

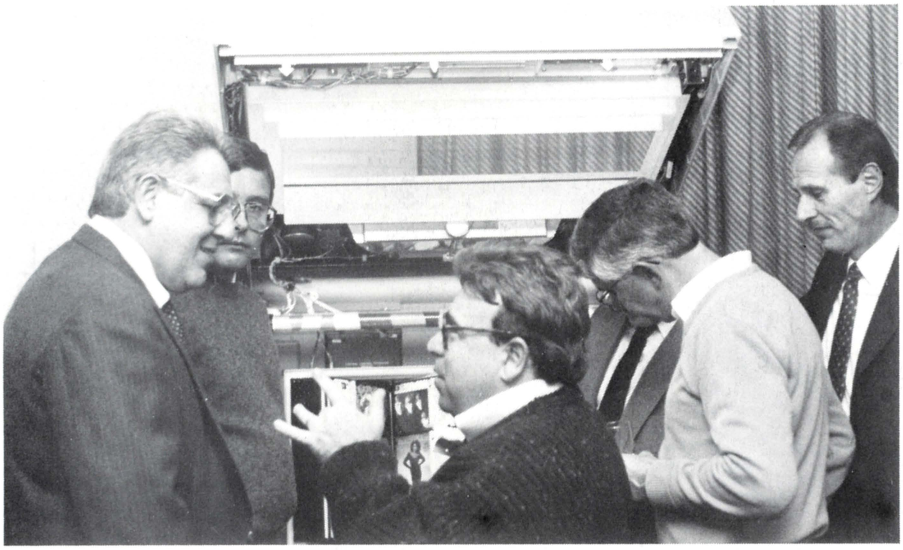


T.O.P.'s Dave Myers (l) with Lou Brussano by the *Laser Star 100*.

Arachnid
ENGLISH MARK

Arachnid's Dean Hilberg (l) talks with Mr. and Mrs. Dan Driscoll.

From left: Bob Wnek, Sal Baltaro, Anthony Baltaro, and Jack Shawcross.



From left: Tom Tarantelli, Mike Finch, Tom Pecorraro, Bob Wnek, and Lou Brussano.

Jeff Tarantelli (l) with Stan Drulia and his son.

Great Lakes Dart Dist.

ACME
BOOTH 326

ANY AND ALL DARTS AND DART PARTS.

- COMPLETE SETS
- FLIGHTS
- SHAFTS
- BARRELS
- TIPS
- WALLETS, PINS, PATCHES, ETC.

GREAT LAKES
DARTS DISTRIBUTOR

4454 S. 108th Street
Greenfield, Wisconsin 53228
In Wisconsin: 414-425-7287
Out of State: 1-800-225-7593

Nintendo dominates CES

We expected Nintendo to have an impressive display at the recent Consumer Electronics Show in Las Vegas, but the company surpassed even the highest expectations. A show within a show, the Nintendo booth held the booths of many of its licensees including familiar names like Capcom, Data East, Romstar, Konami, and Tecmo.

In addition to game offerings for the Nintendo Entertainment System (NES), there was an array of products licensed by the company. There was Nintendo cereal, cups, hats, shirts, Mario and his brother figurines, carrying cases, and sunglasses, just to name a few.

National and local news media were out in force, covering the entire show, which had displayed everything you can imagine and even some things you could never imagine in electronics. However, home video games and systems drew the most interest.

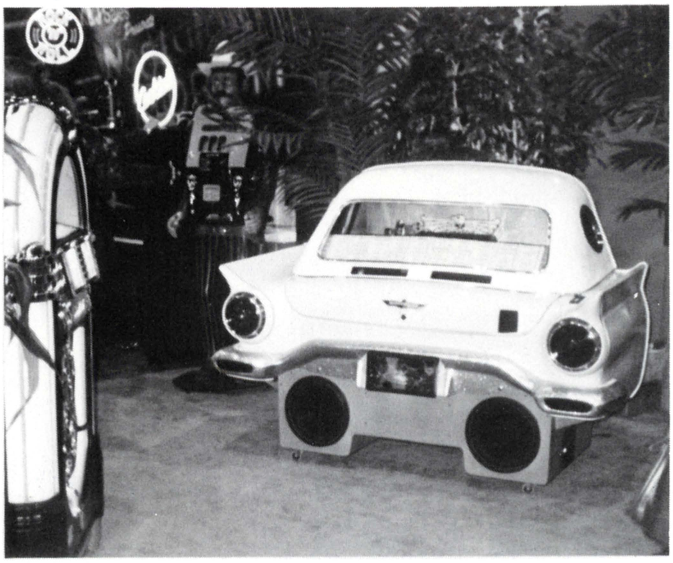
Other companies such as Atari (Tengen), Sega, and Taito also manned booths displaying their latest game software for various systems. As we reported earlier, Atari has filed a lawsuit against Nintendo for restraint of trade concerning Nintendo's licensing arrangements. Ironically, the Atari booth was situated just outside the entrance to the Nintendo booth.

Tengen's booth held about a dozen upright video games that are available for the home systems. Show goers crowded around the games, just as they would in an arcade.

Nintendo's Donna Hogan relaxes on the best seat in the house, a '57 Chevy couch.

(From left): Mike Taylor (previously with Atari Coin-Op) and Linda Stackpoole of Tengen, and Louis Hsu Saekow of Louis Saekow Design.

Although Romstar's games were delayed because of the death of the emperor of Japan, Rene Lopez moved over one booth to play one of the home games from Seta.



This booth exhibited some exciting music systems, including this Thunderbird jukebox. Eat your hearts out, jukebox fans!

Easter is March 26th

See Us
At
ACME '89
Reno,
Nevada

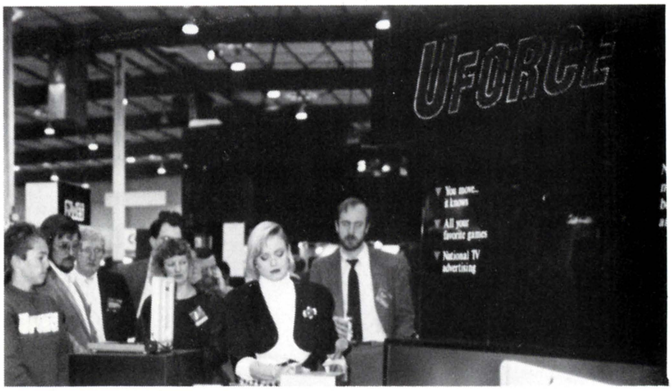
***Get off to an early start with Easter Plush Paks™ from* LARAMIE.**
We have the finest selection of Easter merchandise available for your crane machines.
***Also available this season, Jumbo Easter Plush Paks™. And remember, as quickly as the seasons change, so does the merchandise at* LARAMIE.**
But one thing never changes at* LARAMIE*, our commitment to give you the finest crane plush available for your money!
So act now, call toll-free and get off to a profitable and exciting Easter season!

LARAMIE INTERESTS

Your *Custom Plush Pak*™ Headquarters

11300 S. Post Oak Rd., Suite 205
Houston, TX 77035
U.S.: 1-800-521-8697
TEXAS: 1-800-237-5874

Nintendo's booth was a show within a show.


UFORCE
You move. it knows
All your favorite games
National TV advertising

Crowds gather for a demonstration of the UForce control, which featured wireless operation.

Capcom's Paul Biederman manned the booth for Capcom's home computer software.

These guys look busy but some of them were on their way to watch the football game (San Francisco vs. Chicago). You guess which ones. (From left): Capcom's Brian Duke, Romstar's Tim Jackson, Romstar's Rene Lopez, Fabtek's Frank Ballouz, and Edward Shimmon of Beeline.

FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

BETSON PACIFIC

☐ LOS ANGELES –
2444 W. Pico Blvd., Los Angeles, CA
(213) 388-9338

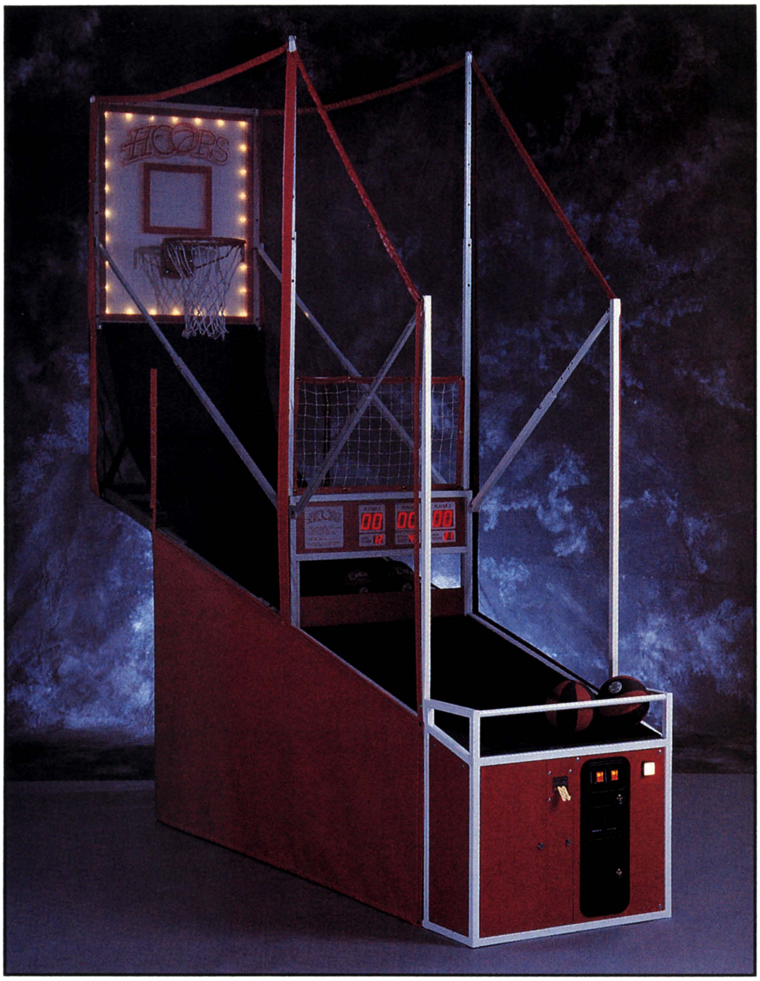
☐ SOUTH SAN FRANCISCO –
375 Oyster Point Blvd., South San Francisco
(415) 952-4220

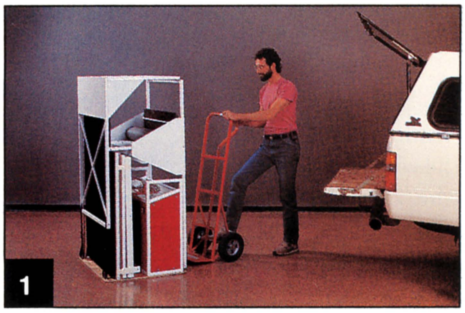
☐ PHOENIX –
2300 N. Black Canyon Hwy., Phoenix, AZ
(602) 233-0190

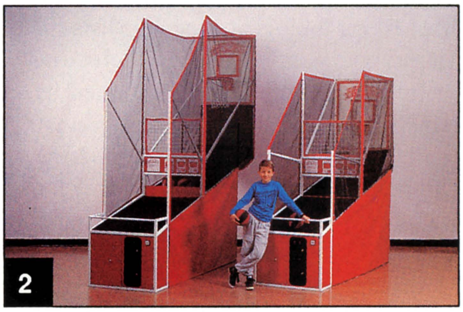
COMPACT DISC

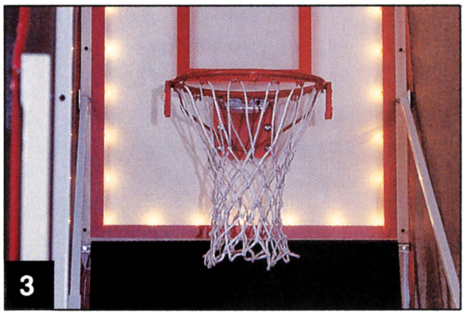
HOOPS

The Famous Fold-up, Adjustable Basketball Game




1


2


3

WHAT GAME HAS HELD ITS PLAYER APPEAL FOR NEARLY 100 YEARS?
Easily played alone, or in friendly competition, basketball has proven to be a big winner in many locations. However, problems of size, reliability, and installation time have discouraged many operators.

THE UNIQUE DESIGN OF THIS GAME WILL REVOLUTIONIZE THE OPERATOR'S USE OF COIN OPERATED BASKETBALL GAMES.

In addition to the three knockout features highlighted in the photos, the game offers many important benefits including:

- Sturdy, all-metal, welded construction with transparent fiberglass screen side panels for long lasting good looks.
- Highly reliable, shock mounted microprocessor-based electronics.
- All games have two-player scoring & unobtrusive sound enhancement.
- Coins-per-play, game time, replay level, etc. are operator settable.
- Resilient acrylic backboard with heavy duty custom hoop.
- Attract mode light chaser automatically switches to steady backboard lighting for play in dim locations.
- Optional bill acceptor, ticket dispenser.

Putting the operator's concerns first has produced a game that, though a bit more expensive, will provide many years of value, service and earnings for the discriminating buyer. **$2495**

1. GAME FOLDS UP!
The entire game folds up into a self-contained package measuring an astonishing 5' x 2' x 32". Problems with storage and transportation are obviously minimized. Best of all, since the folded game fits through any door, one man can easily install it in under 30 minutes.

2. ADJUSTABLE LENGTH AND HEIGHT
Now you need only one game for all your location situations. This game is adjustable in both length and height from a compact 8' x 8' game to an impressive and challenging 10' x 10' set-up. Any combination of length and height (in 6" increments) is easily set. Adapt to a new size for your next location.

3. DUAL BEAM PHOTOCELL SCORING
Players particularly appreciate the dead-accurate photocell scoring and fast, smooth action of this game. (No ugly plastic ring hanging from the hoop net to break or slow things down.) The accuracy and consistency of scoring is especially conducive to league play.

ADASTRA, INC.
8345 West 16th Ave.
Denver, CO 80215
(800) NET-HOOP

Serving the Coin-Op Amusement Industry since 1974

TEN YEARS AGO

Jukebox operators go down fighting

The Copyright Tribunal won a court battle against jukebox operators. The jukebox operators had fought to overturn the ruling that they would have to disclose their lists of jukebox locations. AMOA had sued the Tribunal claiming it was improperly organized in the legislative branch of the government and that asking for jukebox location lists cut across operators' rights for due process.

In the meantime, BMI instituted its first federal court action against unlicensed jukeboxes. They sued the Mark IV Club and Chick Humphrey for failure to pay the $8 per jukebox license fee.

In other news 10 years ago, a group of arcade owners, who operated predominantly in enclosed malls, considered organizing their own association; Aladdin's Castle planned to organize a pinball championship encompassing the whole country; Philip Moss, his son, and sales manager John Nix were killed when the private plane they were flying crashed in the downtown Kansas City Airport; Marshall Caras was appointed senior vice president and general manager of Portale Automatic Sales in California; J&J Distributors took forty coin operators and spouses to Orlando; Bally Manufacturing was granted a license to operate gaming activities in Nevada; Bally was among other slot machine companies who were being investigated by a federal grand jury for possible antitrust violations; Game-A-Tron offered 300,000 shares of stock for sale; Sam Stern and Harry Williams had announced in February their intention to work together and began their collaboration; Sega Enterprises reported increased earnings; and Bill Cravens replaced Paul Jacobs as president of Meadows Games after Jacobs resigned the position.

Play Meter's coinman interview 10 years ago was Darrel Clark of Hemet Music and Games in Hemet, Calif. He believed that 60/40 commission arrangements, price increases, weekly service charges, and guaranteed minimums were ways for operators to make more money. He was looking forward to the dollar coin, but was cautious about its impact on the industry. He was in the process of converting his jukeboxes to accept dollar bills, explaining that that was the best way to increase the price per play.

Charles Ross was the winner of Play Meter's Writer's Contest for his thorough three-part series on amusement machine depreciation. The second place winner was Michael Mendelsohn's article titled "What To Look For When Purchasing New Games", and R.I. Lyttle came in third with his story "Soliloquy of a Pinball."

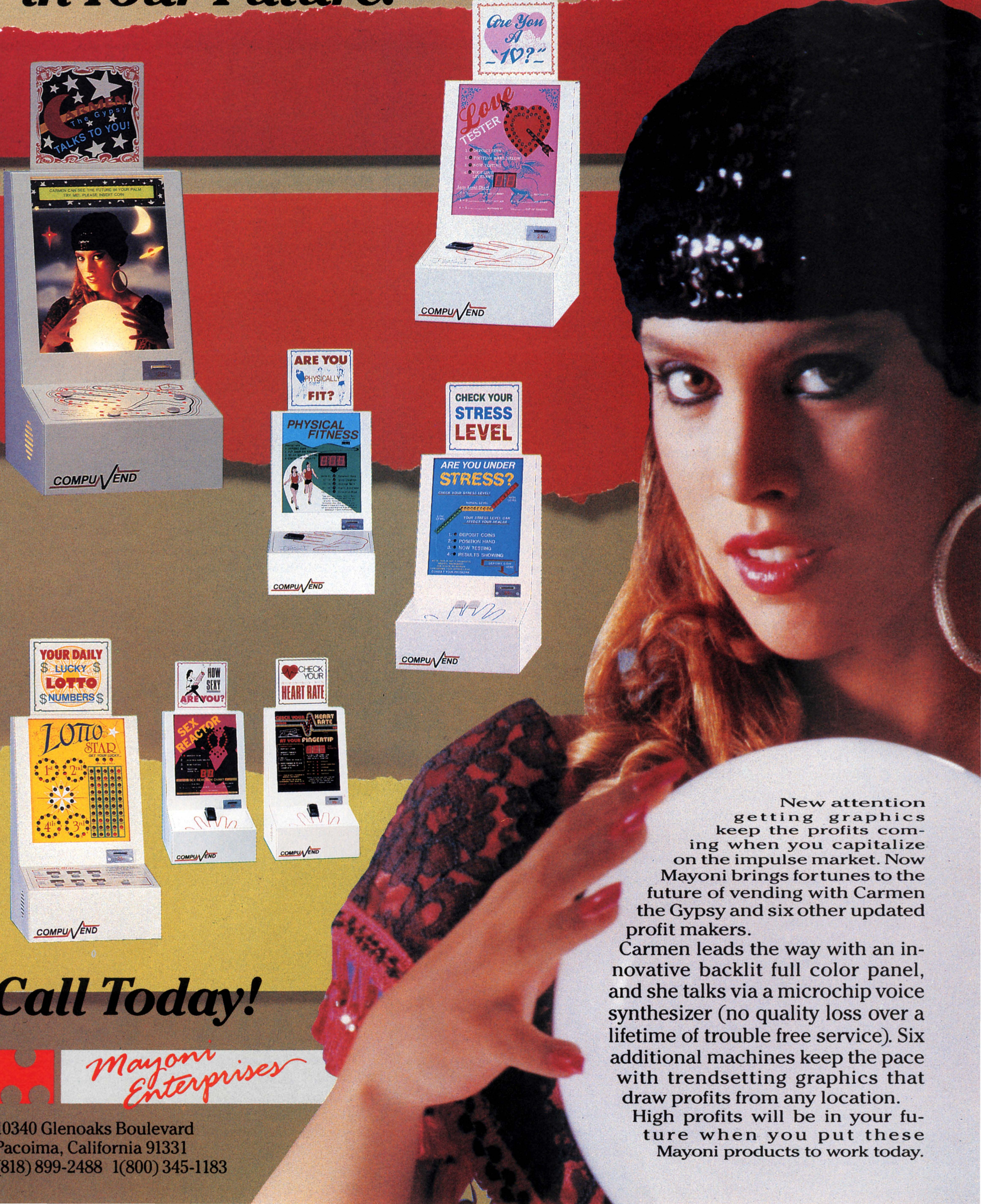
Michael Mendelsohn wrote another article for the March 1979 issue called "Property Assessment Ripoff" wherein he explains that operators need to beware of the people who assess the value of games. "They are assessing games inappropriately with little knowledge of their high rate of depreciation."

Play Meter printed a fascinating article written by Mark Twain. Yes, that Mark Twain. It seems that the law was very much against "games of chance" in those days. Several boys were caught red-handed playing "seven-up" or "old-sledge" for money. The attorney appointed to defend them stunned the courtroom when he declared that the game was not a game of chance but a game of science! It was the first case to decide the "skill versus luck" factor that was brought before juries trying to decide the fate of pinball. The verdict in that first case? The game was decided to be a game of science, just as pinball game would eventually be ruled games of skill.

In March 1979, the top tunes on jukeboxes were "Da Ya Think I'm Sexy" by Rod Stewart, "Fire" by the Pointer Sisters, "September" by Earth, Wind, and Fire, "Lotta Love" by Nicolette Larson, "Shake Your Groove Thing" by Peaches & Herb, "Every 1's A Winner" by Hot Chocolate, "LeFreak" by Chic, "Tragedy" by the Bee Gees, "What A Fool Believes" by the Doobie Brothers, and "The Gambler" by Kenny Rogers.

New product introductions included *GT Roadster* by Ramtek, *Starhawk* by Cinematronics, Irving Kaye's *Lion's Head* pool table, *The Poker Machine* by Intermark, and *Flash* by Williams. ☐

Carmen predicts high profits in Your Future.


CARMEN The Gypsy TALKS TO YOU!
CARMEN CAN SEE THE FUTURE IN YOUR PALM TRY ME! PLEASE INSERT COIN
Are You A "10?"
Love TESTER
ARE YOU PHYSICALLY FIT?
PHYSICAL FITNESS
CHECK YOUR STRESS LEVEL
ARE YOU UNDER STRESS?
YOUR DAILY LUCKY LOTTO NUMBERS
LOTTO STAR
HOW SEXY ARE YOU?
SEX REACTOR
CHECK YOUR HEART RATE
COMPUVEND

New attention getting graphics keep the profits coming when you capitalize on the impulse market. Now Mayoni brings fortunes to the future of vending with Carmen the Gypsy and six other updated profit makers.

Carmen leads the way with an innovative backlit full color panel, and she talks via a microchip voice synthesizer (no quality loss over a lifetime of trouble free service). Six additional machines keep the pace with trendsetting graphics that draw profits from any location.

High profits will be in your future when you put these Mayoni products to work today.

Call Today!

Mayoni Enterprises

10340 Glenoaks Boulevard
Pacoima, California 91331
(818) 899-2488 1(800) 345-1183

COMPANY PROFILE

Service comes first at Mayoni

All companies strive to introduce quality products to the market, but what about the follow-up? At Mayoni Enterprises, a company that specializes in countertop games. toy vendors, and electronic scales, after-the-sale service is number one.

According to Isaac Ben-Yehuda and his partner, Isaac Glazer, Mayoni is a service-oriented company. ''We try to keep our customers happy,'' said Ben-Yehuda. ''If there's a problem we communicate by phone, send parts, and try to get them back in business within 48 hours so their machines are not down.'' Prompt attention to service now means a satisfied customer today and more orders in the future.

Mayoni started with a modest staff of three in 1982. The company numbers 45 employees at present. The manufacturing facility, warehouse, and office complex occupies 17,000 square feet in Mayoni's Pacoima, Calif. location.

The name Mayoni is a relatively new one in the coin-op amusement industry, although the company has been behind-the-scenes as a sheet metal fabricator for a long time and set up the CompuVend company four years ago. That company was integrated into the sheet metal company in January 1987. All the CompuVend vending products then came under the parent company name of Mayoni.

Mayoni has complete in-house engineering capabilities. Two engineers are on staff, one for electronics engineering and one for sheet metal fabrication. The company manufactures cabinets for other companies in the vending industry such as 3M and J.B.L., a division of Harman Industries.

Ben-Yehuda said the company has built its reputation on impulse countertop games like its *Heart Rate, Stress, Love Tester, Physical Fitness, Sex Reactor, Memory Tester, Personality Analyzer, Bio-Rhythm, Carmen the Talking Gypsy*, and the *Lotto Star*. Other products in the line include the *Ziggy the Clown* toy vendor, the *CompuScale* electronic scale, the *Vend-A-Snack* countertop vending

Around the conference table (l to r): Gary Bans, purchasing; David Schlosser, senior technician; Oscar Robins, sales; Yean Son, technician; and Victor Morita, electronics engineer.

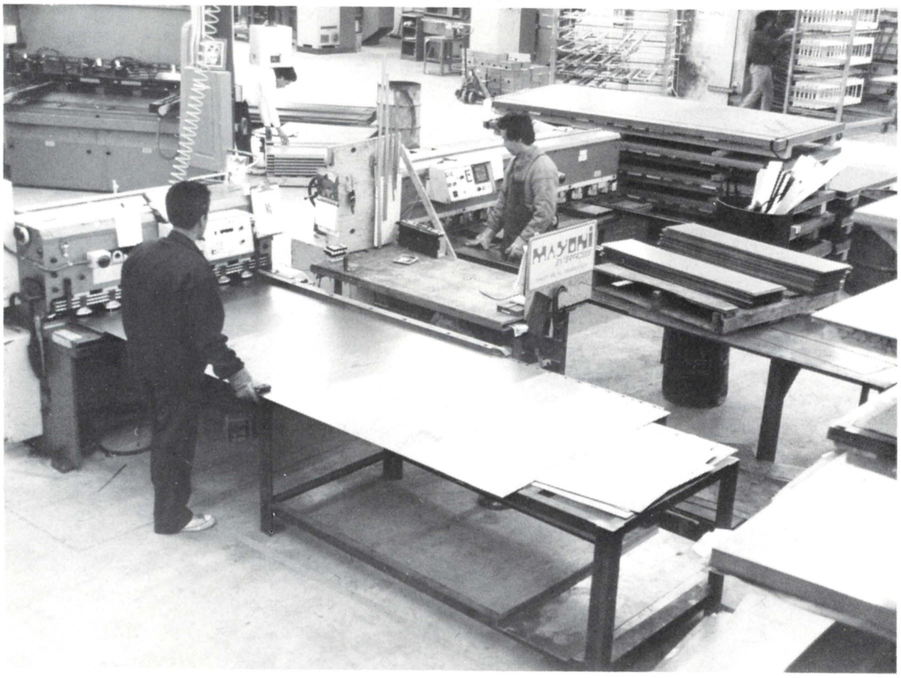
Fabrication (l to r): Juan Segura, Carlos Jaromillo, Eduardo Aquilar, Martin Rodriguez (lead), Enrique Padilla, Jose Ramirez, Jaime Solorio, Alejandro Uribe, Israel Murillo, Edgar Velasco, and Carlos Solorio.

unit, and the *Multivend* machine for personal hygiene products.

Based on the success of *Ziggy the Clown*, the company is turning its attention to developing products that combine a game with bulk vending. ''We're going in a slightly different direction with these new products,'' said Ben-Yehuda. ''We'll continue to grow in that direction, then look for new areas of growth.''

Mayoni considers this type of product an upscale bulk vendor with attract modes. Suitable locations are super markets, discount stores, shopping

Shipping and Receiving (l to r): Salvador Henriquez, Jack Pike, Jr., Tony Malikian, Ronald Miller (dept. head), and Manuel Guevara.



A look inside Mayoni's manufacturing facility.

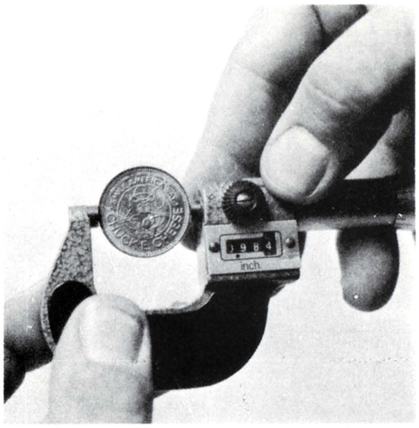
"Quality Is Our Family Tradition"

HOFFMAN H&H HOFFMAN

TOKENS

800-227-5813

IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman & Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.
- You can buy the best tokens for less. Check our prices and see.

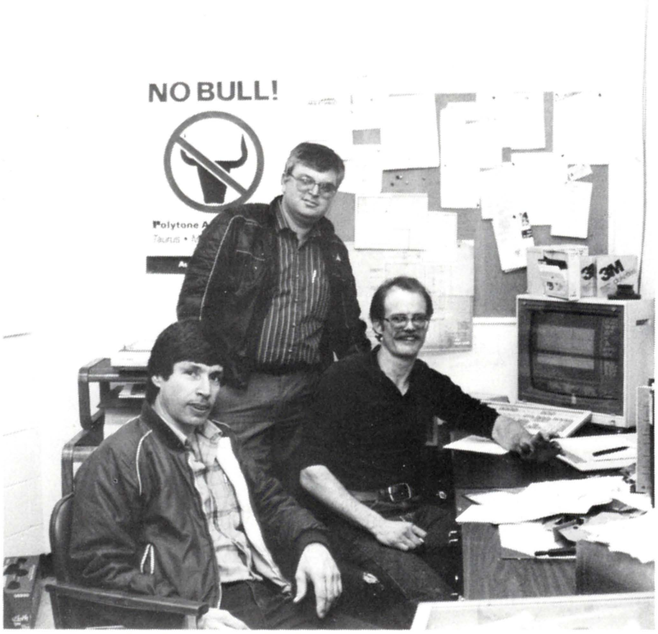
HOFFMAN & HOFFMAN
P.O. Box 896, Carmel, CA 93921

malls—wherever youngsters can be found. ''We're definitely looking at children below the video age,'' commented Ben-Yehuda, ''children old enough to start playing simple games.''

Mayoni ensures a solid product by thoroughly testing new products. The company has its own route, plus it selects several customers that it works closely with, and sends them games to test on location. With this combination testing, diverse opinions from different parts of the country are taken into consideration. Ben-Yehuda explained that customer suggestions are always taken seriously.

Look for new vending units from Mayoni this year and continued support of its well-established countertop line. ''Countertop games fill a need in the coin-op business,'' noted Ben-Yehuda. ''Not all locations have a great deal of space for large games. And even those like to offer the variety that comes with countertops. Impulse games can go anywhere; they never go out of style.''

For more information on Mayoni products, contact Oscar Robins, sales manager, Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; (800) 345-1183 or (818) 899-2488. ☐



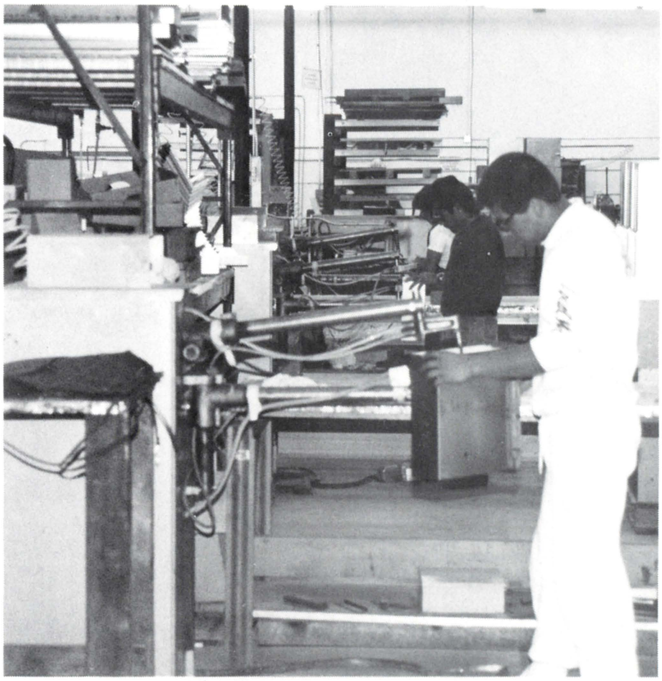
At Mayoni headquarters (l to r): Isaac Glazer, vice president; Isaac Ben-Yehuda, president; and Gary Dowling, mechanical engineer.

Painting (l to r): Romeo Ramirez (lead), Heliodoro Salvatierra, Roberto Aquirre, Rosario Angulo-Coronel, Basilio Angulo-Reyes, and Manuel Lopez Mendoza.

Office personnel (l to r): Lourdes Hermoso, Lorraine Forster, Sandra Bass-Meyers, and Pamela Kay Wong.

Silkscreen Printing and Decorating (l to r): Jaime Vides, Tomas Julio, and David Wagner (dept. head).

Ofelia Montalvo (l) and M. Yolanda Torres in electronic assembly.



A look inside Mayoni's manufacturing facility. Here sheet metal fabrication is in progress.

WE ARE . . . .
THE

ATLAS / ROWE®
JUKEBOX 100th ANNIVERSARY

"FAMILY OF MUSIC"

ComboStar LaserStar RoweStar

WISHING THE JUKEBOX
A HAPPY 100TH!

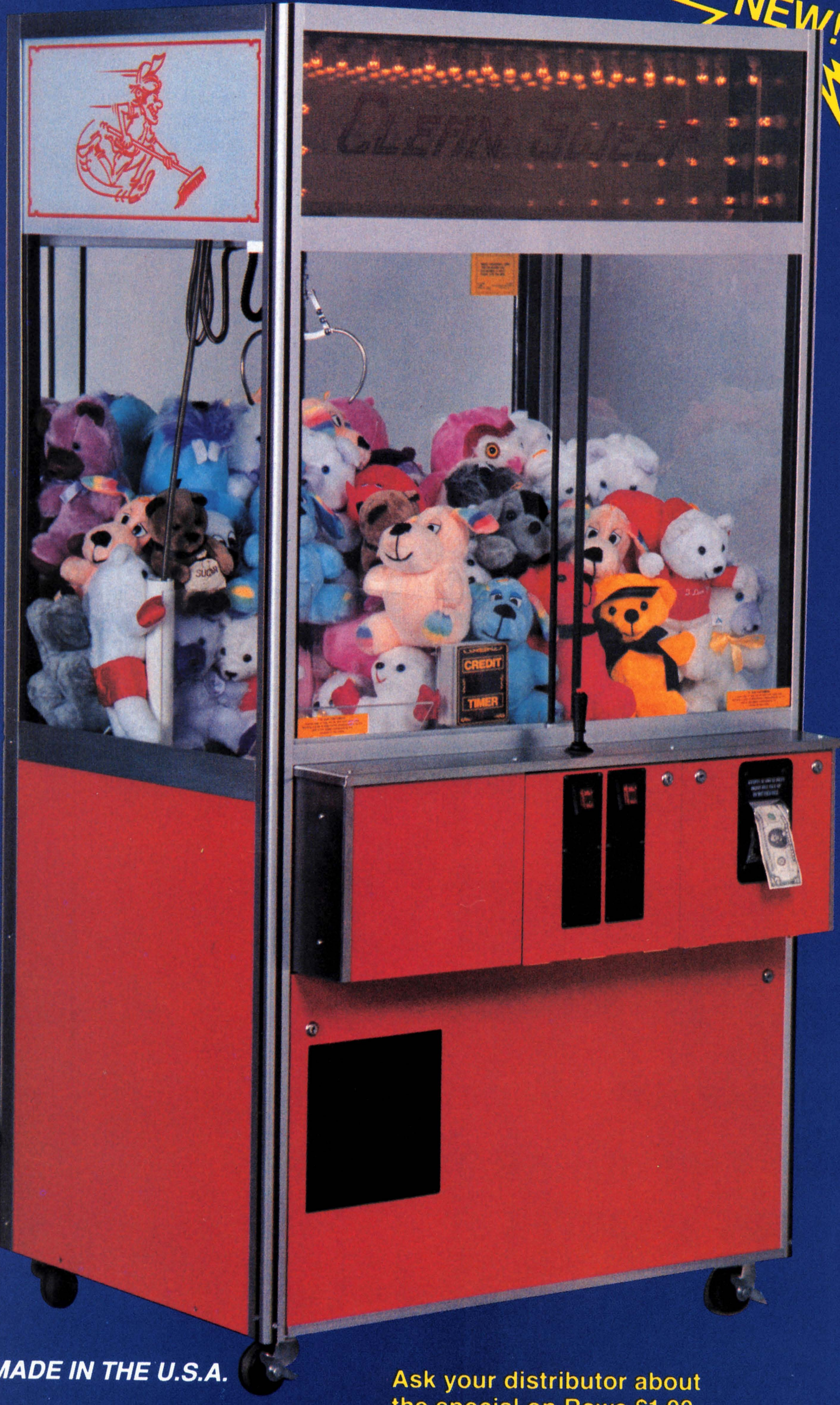
ATLAS DISTRIBUTORS COMPANY
DIVISION OF ATLAS MUSIC AND NOVELTY
2231 FIFTH AVENUE, PITTSBURGH, PENNSYLVANIA 15219
412/471-1704 • TOLL FREE 800-233-4407 • FAX 412/471-2598

PROUD DISTRIBUTORS OF THE ROWE FAMILY OF FINE PHONOGRAPHS.
CD's - 45's - NOSTALGIC's - VIDEO's

The Smart Money

CRANE MECHANISM IS AN AMERICAN PRODUCT

NEW!



CLEAN SWEEP NEW GIANT SINGLE

- Prize area holds 8 dozen of 12'' plush
- Fits through standard doorways
- Total adjustment on claw strength
- Rowe $1.00 and $5.00 bill acceptor standard
- Dimensions: Two sizes available — 33'' wide, 34'' deep, and 81'' high

FEATURES

- 3 skill game options
- Skill joy stick control
- Fully adjustable claws
- Microprocessor game boards
- Solid steel frame construction

OPTIONS

- Prize counter meter
- Winning light
- Sound system
- Ticket dispenser
- Bubble gum payout
- Plumb Bob tilt option with siren that runs off a 12-volt battery

ALSO AVAILABLE:
SINGLE UNIT
SUPER SINGLE UNIT
DOUBLE UNIT
TRIPLE UNIT

MADE IN THE U.S.A.

Ask your distributor about the special on Rowe $1.00 and $5.00 bill acceptors.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
515-265-9900
TOLL FREE 1-800-553-2442
FAX 515-265-3148

■ *SEE US AT THE ACME 89'' BOOTH #1617, 1722, 1623* ■

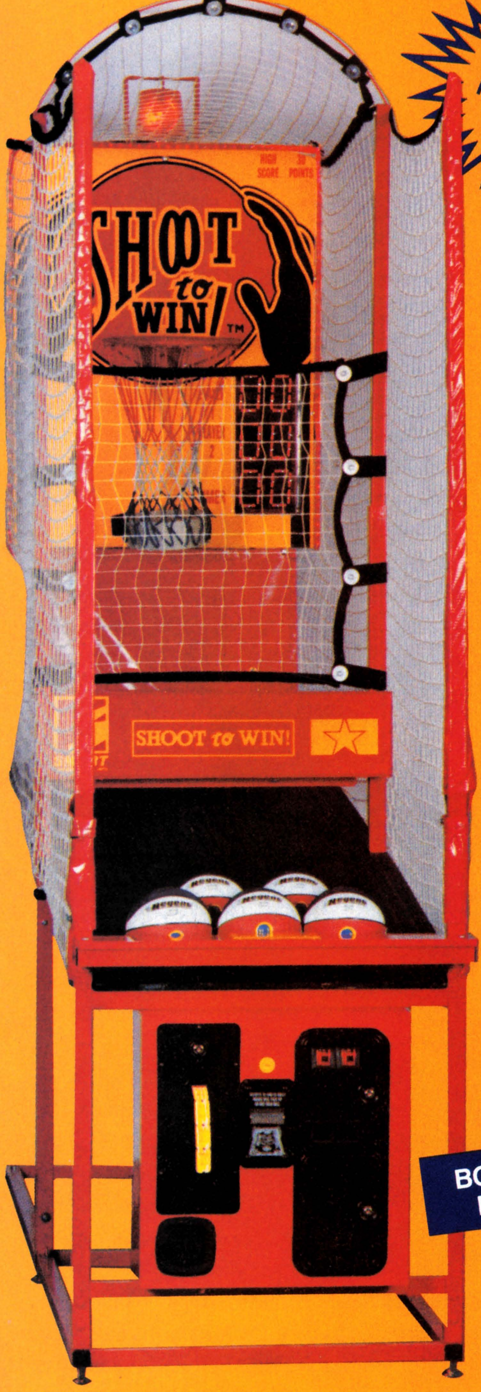
The Smart Money

sk your distributor about
the special on Rowe $1.00
and $5.00 bill acceptors.

SHOOT TO WIN II

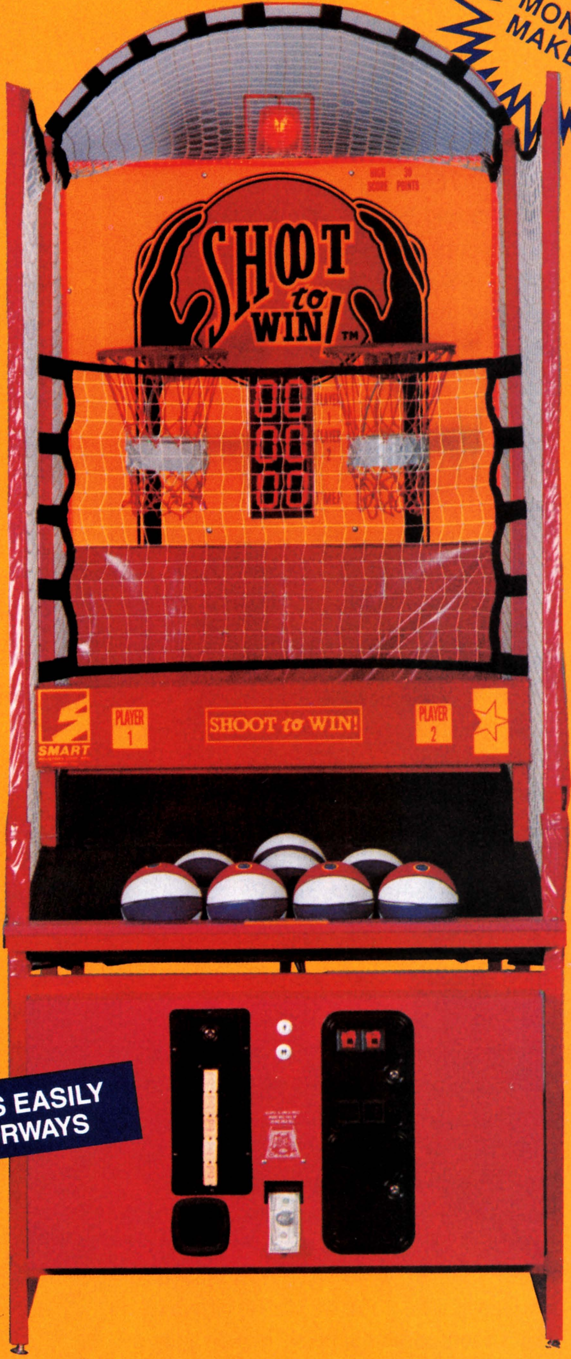
1 HOOP

MONEY MAKER



2 HOOP

MONEY MAKER



DIMENSIONS

1 HOOP
- Width - 33″
- Length - 9′
- Height-adjustable between 8′ to 9′
- Weight - 260 lbs.

2 HOOPS
- Width - 48″
- Length - 9′
- Height-adjustable between 8′ to 9′
- Weight - 325 lbs.

BOTH SHOOT TO WIN GAMES EASILY FIT THROUGH 3 FOOT DOORWAYS

FOR MORE INFORMATION CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

COMPARE THE STURDY, LIGHTWEIGHT AND COMPACT SOLID STEEL FRAME AGAINST THE FLIMSY PLASTIC FRAME

SMART
INDUSTRIES CORP., MFG.
1626 DELAWARE AVE. DES MOINES, IOWA (515) 265-9900 TOLL FREE 1-800-553-2442

SEE US AT THE ACME 89″ BOOTH #1617, 1722, 1623

MADE IN THE U.S.A.

That magical music machine through the years

by Valerie Cognevich

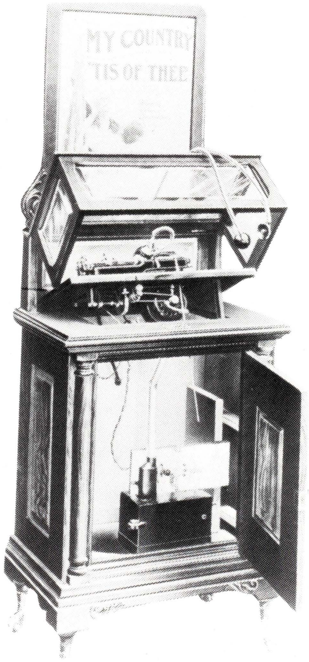
Hearing ‘‘Mary Had A Little Lamb, It's Fleece Was White As Snow’’ reproduced on a primitive tin foil cylinder and heard through a crackling tube seems light-years away from the clarity of sound emanating from a compact disc jukebox. However, it's been just a hundred years since Thomas Edison played back the children's nursery rhyme to his assistants, who listened in absolute amazement.

The coin-operated phonograph, our beloved jukebox, has spanned four phases of evolution: the first from 1908 through 1912 with non-electrically amplified cylinders and discs usually non-selective; the second from about 1925 to 1930 was automatic pianos and other instruments; the third from 1939 to 1948 with electrically-amplified phonographs non-selective and later selective; and the fourth from 1948 to now with modern multiple selection, high fidelity, remote control, multiple speaker systems, and, of course, compact disc.

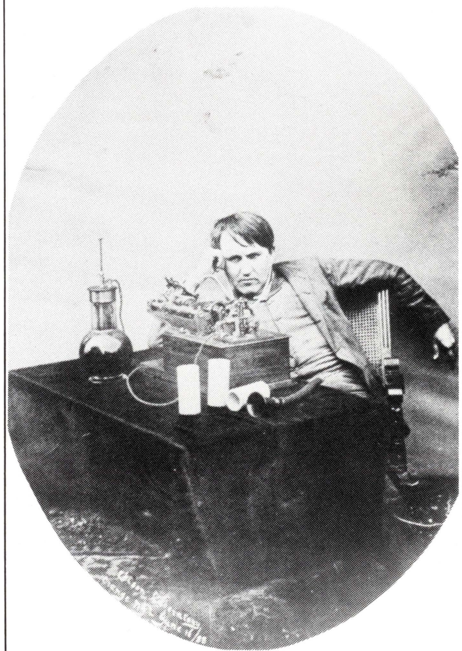
It have spoke!

Thomas Edison, already an accomplished inventor, was working at Western Union as a wire operator when he tried to invent a machine to transcribe telegrams by pricking codes on paper. Each time he tried to make the machine work, he noticed hums that sounded strangely like a human voice. Twenty years earlier a Frenchman named Edouard-Leon Scott deMartinville had experimented with a hog's bristle and a sensitive diaphragm to reproduce soundwaves on paper coated with lampblack.

Edison wrote in his diary in 1877, ‘‘Just tried experiment with diaphragm . . . the speaking vibrations are indented nicely and there is no doubt I shall be able to store up and reproduce automatically at any future time the human voice perfectly.’’



Edison ACME Coin-Slot Phonograph.



Thomas A. Edison listening to his improved wax cylinder phonograph.

He continued to study the recording of sound and finally gave his assistant, John Kreusi, drawings of the first machine, which Kreusi built. After completion of the machine, Edison secretly recorded his own voice, then called his assistants together to play it back. Kreusi cried, ‘‘It have spoke!’’ while Edison himself said, ‘‘I was never so taken back in my life—I was always afraid of things that worked the first time.’’

In 1878, after astounding his assistants with his recorded voice, he took his machine to the offices of the Scientific Journal. The multitude of curious onlookers gathered around made it a likely probability that the floor would collapse. The news spread quickly, and so many people flocked to Edison's Menlo Park offices to see the spectacular invention that the Pennsylvania Railroad had to add extra trains.

The first machine worked with a cylinder covered in tin foil. Two crude needles were attached to either side of the cylinder, making the indentations to reproduce the sound.

When Edison obtained his patent on the incredible machine, he started the Edison Speaking Phonograph Co. to market the invention, called the phonograph, as an office dictating machine. One of Edison's investors in the new company was Alexander Graham Bell's father-in-law, Gardiner Hubbard. In fact, the telephone had been invented just the year before, and the two fledgling industries shared the same offices on Broadway in New York City.

It was inevitable that people would soon tire of the novelty of hearing the human voice reproduced. Further technology would need to be applied to the machine if it was to be profitable.

MAKE SOMEBUNNY HAPPY THIS EASTER WITH ACE!

Ace and the Easterbunny are ready to make your Easter fun and profitable. Ace Novelty, the leader in service, quality, and selection, has the widest variety of Crane Pre-packs in all price ranges. Goods are shipped from our four regional offices within 24-hours. Our Easter selection has been updated and it is the best ever! For holidays and everyday. Look to Ace Novelty for all your Crane products. Call now for your FREE catalog.

ACE

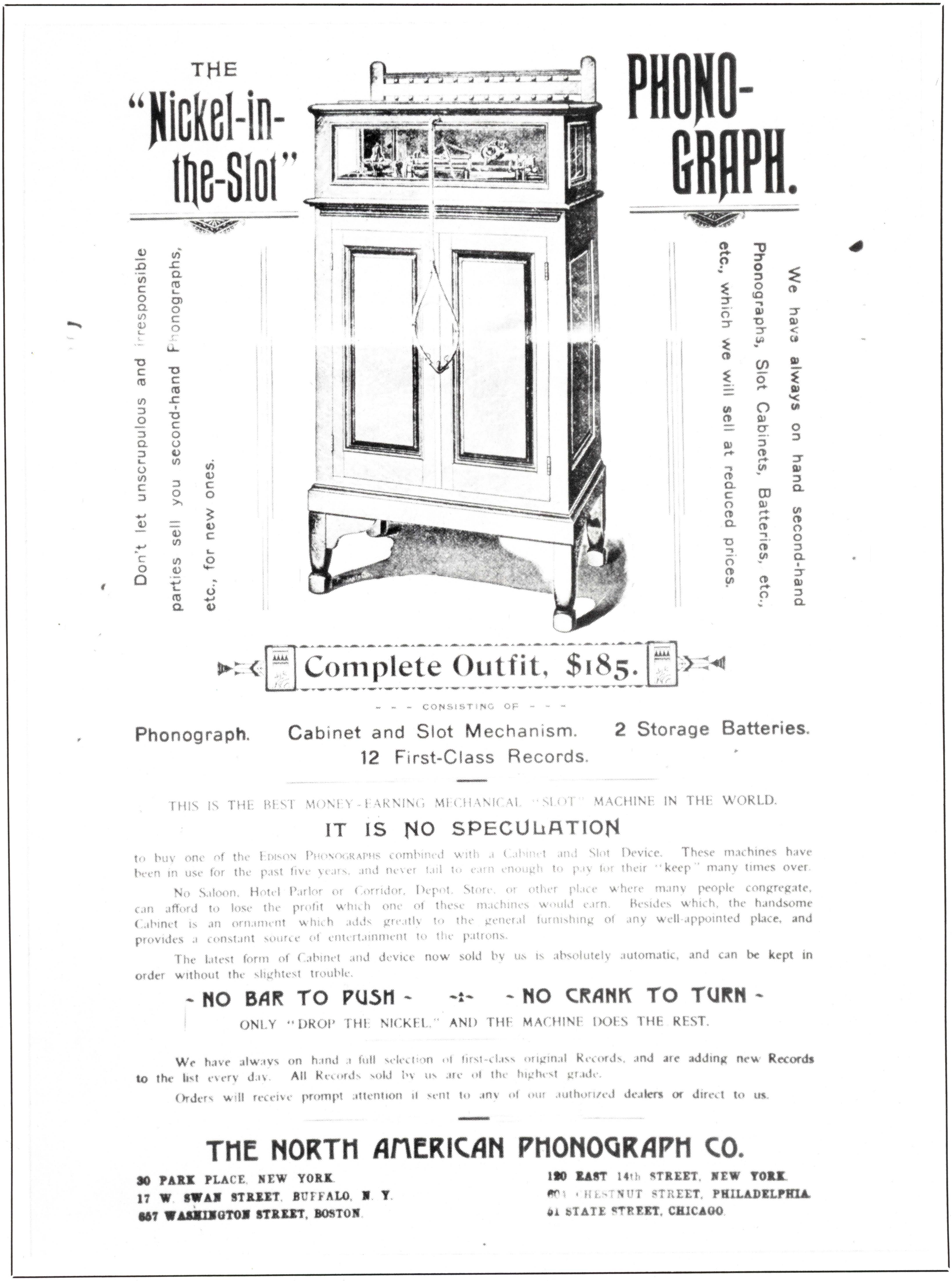
ACE NOVELTY

WASHINGTON
13434 NE 16th Street
Bellevue, WA 98005
(206) 644-1820
(800) 426-0076

CALIFORNIA
1855 Industrial Street
Los Angeles, CA 90021
(213) 626-0500
(800) 421-4226

ILLINOIS
3815 So. Ashland Ave.
Chicago, IL 60609
(312) 847-2600
(800) 621-1570

IN CANADA
Specialty Mfg., Ltd.
4660 Dawson Street
Burnaby, B.C. Canada
V5C 4C3
(604) 299-7511



THE

"Nickel-in-the-Slot"

PHONOGRAPH.

Don't let unscrupulous and irresponsible parties sell you second-hand Phonographs, etc., for new ones.

We have always on hand second-hand Phonographs, Slot Cabinets, Batteries, etc., etc., which we will sell at reduced prices.

Complete Outfit, $185.

CONSISTING OF

Phonograph. Cabinet and Slot Mechanism. 2 Storage Batteries. 12 First-Class Records.

THIS IS THE BEST MONEY-EARNING MECHANICAL "SLOT" MACHINE IN THE WORLD.

IT IS NO SPECULATION

to buy one of the EDISON PHONOGRAPHS combined with a Cabinet and Slot Device. These machines have been in use for the past five years, and never fail to earn enough to pay for their "keep" many times over.

No Saloon, Hotel Parlor or Corridor, Depot, Store, or other place where many people congregate, can afford to lose the profit which one of these machines would earn. Besides which, the handsome Cabinet is an ornament which adds greatly to the general furnishing of any well-appointed place, and provides a constant source of entertainment to the patrons.

The latest form of Cabinet and device now sold by us is absolutely automatic, and can be kept in order without the slightest trouble.

- NO BAR TO PUSH - -:- - NO CRANK TO TURN -

ONLY "DROP THE NICKEL," AND THE MACHINE DOES THE REST.

We have always on hand a full selection of first-class original Records, and are adding new Records to the list every day. All Records sold by us are of the highest grade.

Orders will receive prompt attention if sent to any of our authorized dealers or direct to us.

THE NORTH AMERICAN PHONOGRAPH CO.

30 PARK PLACE, NEW YORK.
17 W. SWAN STREET, BUFFALO, N. Y.
657 WASHINGTON STREET, BOSTON.

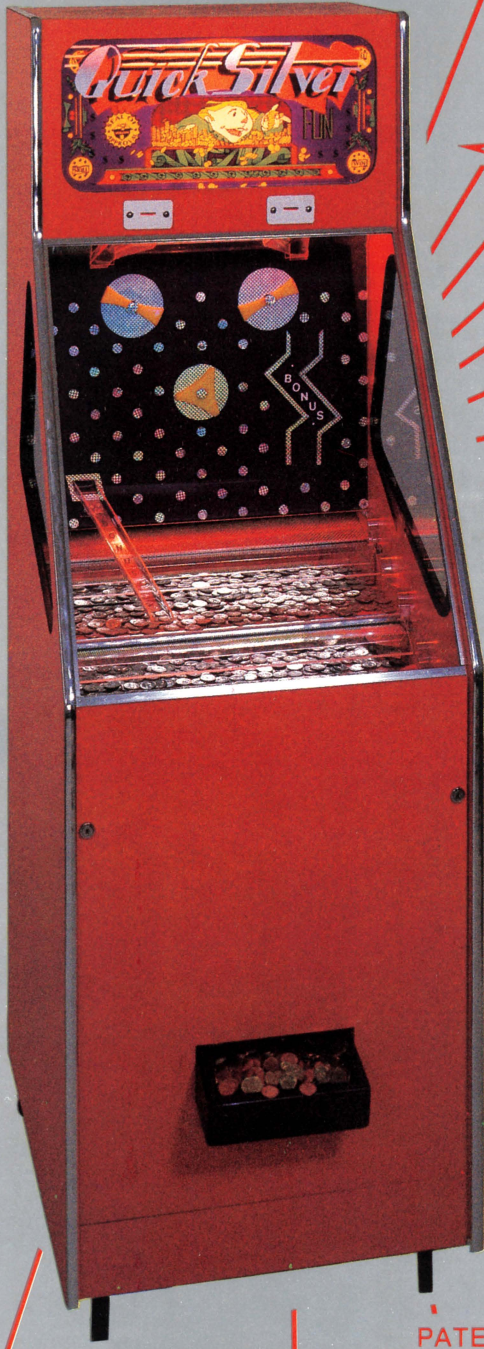
120 EAST 14th STREET, NEW YORK.
604 CHESTNUT STREET, PHILADELPHIA.
61 STATE STREET, CHICAGO.

QUICK! HOW DO YOU TURN SILVER INTO GOLD?

Quick Silver

NEW!

PACHINKO COIN PUSHER



- ★ Accepts either Quarters or Tokens
- ★ Quarters in, Tokens out or
- ★ Tokens in, Tokens out
- ★ SKILL and TIMING
- ★ Full Alarm System
- ★ Metered
- ★ Bonuses
- ★ Great in Banks of 2 or More

FOR MORE
INFORMATION
CALL
SHOWCASE OR
YOUR LOCAL
DISTRIBUTOR

PATENTS PENDING

STATE OF THE ART REDEMPTION TECHNOLOGY

SHOWCASE INC. 2153 10th Street • Sarasota, Florida 34237

1-800-642-7263 (IN FLA. 813-366-1133)

Edison, however, was ready to move on to another more "illuminating" invention he was working on.

Meanwhile, Alexander Graham Bell received the Andre Volta award for scientific achievement from the French Academy of Science for his invention of the telephone. With the $20,000 prize money, Bell, his brother Chichester Bell, and Charles Sumner Tainter opened Volta Laboratories to study recording sound. Bell had yet to realize any kind of profit from the telephone. They invited Edison to join their efforts but he turned them down.

In 1887 Volta introduced a machine they called a graphophone machine that used wax cylinders instead of tin. A year later, Edison reintroduced "an improved phonograph" which had been adapted to use wax cylinders.

Not surprisingly, the Bells and Tainter filed a lawsuit claiming patent infringement and Edison countersued. Litigation dragged on with no one emerging a clear winner until Jesse H. Lippincott bought the rights to market both products and began the North American Phonograph Co.

Lippincott formulated a plan to license the rights to the machines to local companies. The companies would not buy the machines but would lease them from North American. Within two years there were 33 state and regional companies operating under licensing agreements.

> *"I was never so taken back in my life—I was always afraid of things that worked the first time."*

With so many companies working in an inter-company relationship, the National Phonograph Association was formed by representatives of the 33 companies, and the first convention was held in Chicago on May 28, 1890. Subjects addressed at this first convention included the following: demand for one standard instrument, the decline of the graphophone and increase in popularity of the phonograph, the trend towards using the phonograph for entertainment, and the rift between the two parent companies.

From the office to coin-op

Up to this point, the recording machine was aimed mainly at stenography-type applications. Hundreds of machines were sent to Congress, but they were returned as they proved to be impractical for the purpose.

Louis Glass, general manager of the Pacific Phonograph Co., was in the same boat as the other local phonograph companies in trying to push the machine for use in offices. However, he came up with a plan to use it for amusement purposes by installing a nickel-in-the-slot device so people could pay to hear. He installed the first one in the Palais Royal Saloon in San Francisco in 1889.

With four listening tubes and a coin slot for each one, Glass could conceivably get up to twenty cents for each play. Glass and his associates were over-

YA'LL STEP UP TO THE FUTURE WITH

THE NEW LASERSTAR
CD JUKEBOX FROM ROWE.

"THE SOUTHEAST'S FINEST!"

Greater Southern Distributing Co.
2164 Marietta Blvd.
Atlanta, Georgia 30318
404/352-4040

COMPACT DISC

whelmed at the response and soon had another dozen converted and placed in other locations. Glass designed a multi-tube attachment and applied for a patent on his coin-operated mechanism.

About the same time, a New Yorker named Felix Gottschalk, secretary of the Metropolitan Phonograph Co., also realized that the idle machines could be used for amusement in public locations. He organized the Automatic Phonograph Exhibition Co. to make the mechanisms and lease them to others on a profit-sharing basis. Glass and Gottschalk met and Gottschalk acquired the rights to Glass's coin-slot mechanism. The Edison phonographs far outsold the graphophones, and Edison's phonograph would become the standard machine discussed at the first National Association of Phonograph Companies convention. One of Automatic's first machines was shown at the convention.

The multitude of curious onlookers gathered around made it a likely probability that the floor would collapse.

A young man named Fred Gaisberg was fascinated by the whole business of the recording industry. He played piano behind singers as they recorded their music and joined a phonograph company in 1891. He discovered new artists and set up recording sessions. It must have been exhausting since each cylinder had to be recorded individually and was only able to be played several times. The novelty of hearing recordings in those early days far outweighed the talent of the groups. In fact, if the cylinder ran out before the song ended, that was OK; no one was into much perfection.

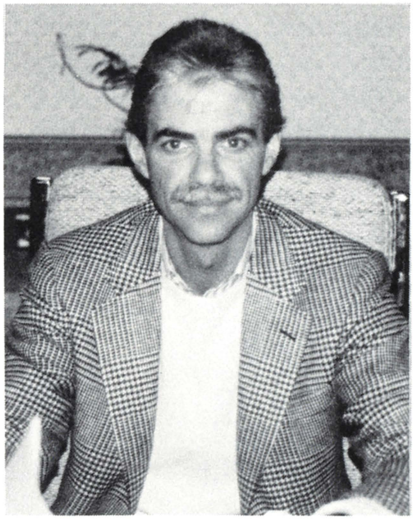
Gaisberg helped ready one of the coin-operated phonographs for the World's Fair of 1893, but its introduction was less than overwhelming. Gaisberg said, ''The slot-controlled automatic phonograph was a truly remarkable achievement for that period but proved too delicate to stand the rough handling at the Chicago Fair Grounds.''

By the time the second convention of phonograph companies was held in 1891, all but three of the nineteen local companies were in the coin-slot phonograph business, leasing the machines from The Automatic Co. Music operators will be interested to note that the machines were usually placed in a location without paying a percentage to the locations since the machines were considered business boosters! Although the recordings were crude, some machines took in exceptional earnings. The Louisiana Phonograph Company claimed that one of its machines had taken in a thousand dollars in two months. Another company claimed collections of a hundred dollars a week. The machines had to be serviced daily, sometimes more than once, and records changed each time.

Although one company, the Edison

ADVERTISEMENT

Operator Finds A "Choice" Solution For Limited Equipment Locations.



Putting PlayChoice in its place — Gary Steinhauer of Indianapolis based Indy Amusements.

In every business, choices have to be made with success riding on the smart decisions.

It's no different in the world of coin-op when an operator has to choose which equipment to place in a given location. The right decision will maximize earnings potential and improve bottom-line performance.

That's why Gary Steinhauer of Indy Amusements makes Nintendo's PlayChoice-10 a part of his site success formula. For Steinhauer, the PlayChoice System makes economic sense in his network of over 150 on-street locations throughout central Indiana.

In Steinhauer's view, the PlayChoice unit has ''become a stable item in the industry.'' It performs its low-maintenance earning function in much the same way as a pool table or an electronic soft tip dart machine. Once it's in place, it continues to generate cash without a lot of upkeep.

''PlayChoice is a piece of equipment you put on location and let it work — you don't have to constantly rotate the cabinet which reduces expenses. It's a relatively inexpensive piece of equipment for the ten game variety it offers, so return on investment is high.

''It's not a barn-burner,'' he cautions, ''but a steady, reliable source of income each and every week.'' At Indy Amusements' best locations, PlayChoice collections average $100-$120 per week.

While PlayChoice is part of the typical product mix at any of the company's larger operations, Steinhauer finds it works wonders in locations where licensing laws or rentable square footage limits the number of pieces of equipment available for play.

''So many on-street locations are restricted to only one or two pieces, or at the tops, four. We can put a PlayChoice-10 in along with three other cabinets and get effectively thirteen game options in the space of four cabinets. And there's no difference in the way the PlayChoice unit is licensed, even though it contains ten titles.''

In situations where the number of cabinets is limited, Steinhauer favors his PlayChoice-10 solution for increasing the location's earning potential and widening the selection of games for greater player appeal. It would appear his philosophy is working, for at Indy Amusements, success is riding high on having made the right choices.

Phonograph Co., made all of the blank cylinders used by all the recording companies, many of them soon started illegally making their own. Machines were bootlegged, altered, and copied. Soon the industry was in a state of mass confusion.

> *The first machine worked with a cylinder covered in tin foil.*

The popularity of the coin-phonographs was largely responsible for the development of the coin-operated music boxes. The introduction of the first nickel-in-the-slot piano in 1908 was so popular that it threatened the future of coin-operated phonographs.

However, coin-phonograph operators were ingenious enough to think of new ways to attract customers. One such method was combining pictures with sound. Cards illustrating the song would be dropped periodically for viewing by the customer. These picture/phonographs were called Illustraphone, Cailophone, Illustrated Song Machine, and the Scopephone. The first machine using disk records and pictures was called the Discophone. Familiar names like Wurlitzer, AMI, and Seeburg dominated the coin-operated piano machines.

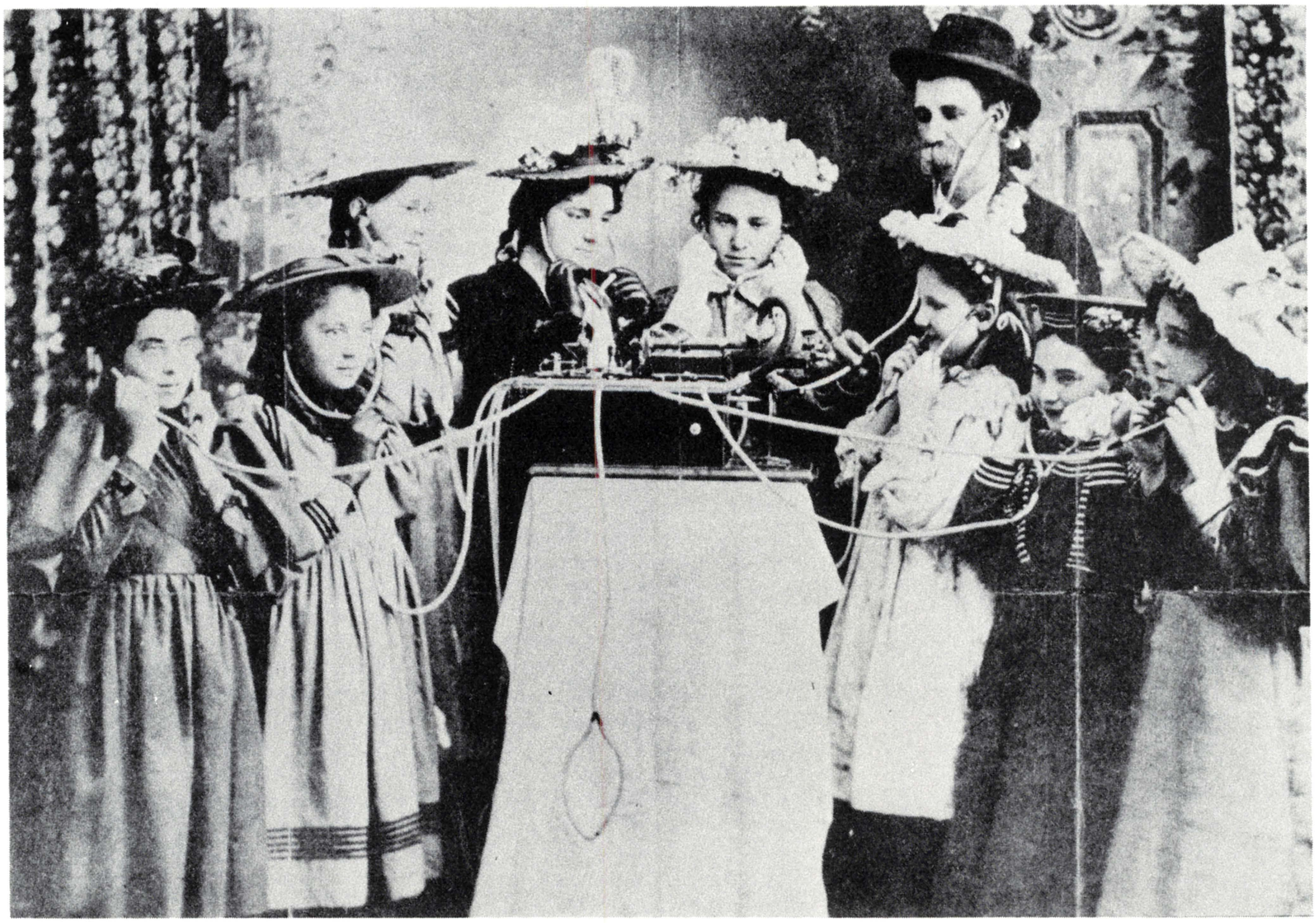
It wasn't too long before many of the best locations had been taken over by the coin-operated pianos and other coin-operated music machines. However, operators began to add other nickel and penny amusement machines to attract customers, and the penny arcade was born.

Discs replace cylinder

Emile Berliner, a European immigrant, came to the United States in 1870. He developed a new kind of transmitter for the telephone and was rewarded $75,000 cash and a promise of $5,000 a year for the rights by the Bell Telephone Company. With the money he bought a house and converted part of it into a laboratory where he explored Edison's talking machine. He concentrated his recording efforts on on a flat glass disc instead of the bulky wax cylinders. Berliner found that the side-to-side action for far superior the the up-and-down indentations of the cylinder, and the groove held the needle in place when replayed.

> *The novelty of hearing recordings in those early days far outweighed the talent of the groups.*

But the biggest advantage was that Berliner's gramophone allowed a reverse matrix master of the flat disc to be made to use in duplicating the record. The flat discs could be reproduced in quantity, an improvement over the cylinders that had to be made individual-



The first coin-operated phonographs had listening tubes.

DREW

Drew's Distributing, Inc. **P.O. Box 632** **Fairforest, SC 29336** **(803) 574-0162**

Honest Dealer Black Jack

Honest Dealer

- ★ Play from 1 to 5 Hands of Black Jack Against the Dealer
- ★ Authentic Atlantic City Style Black Jack
- ★ Static Control Built In
- ★ New Style C.P.U. Board

Tiger Paw

DREW'S
TIGER PAW

- ★ Solid State C.P.U.
- ★ Adjustable Vend Price
- ★ Bill Acceptor Option
- ★ Ticket Dispenser Option

Super Bonus Deluxe

SUPER BONUS
Deluxe
CREDIT
PLAY

- ★ Drew's Double Coin Switches
- ★ New Cheat Proof Software
- ★ $1 $5 $10 $20 Bill Validator
- ★ Linear Power Supply

ly, requiring hours upon exhausting hours of time from the performer.

Berliner obtained a patent for his gramophone and began manufacturing his machine in 1894. He established branch offices in London, Berlin, and France. His U.S. operation became known as the Victor Company, the company that had the cute little dog listening to the machine.

Billy Golden was the first to record his music on the gramophone. ''Acquainted as I was with the tinny, unnatural reproduction of the old cylinder-playing phonographs, I was spellbound by the beautiful round tone of the flat gramophone disc,'' said Fred Gaisberg, who brought Billy Golden to the recording session.

Sales were disappointing until Eldridge Johnson developed a spring motor to replace the hand-cranked machines.

By 1908 coin-operated disc phonographs were becoming quite popular. There were various models introduced and even more advanced coin slots were being developed. It wasn't until the 1920s, though, that quality amplification put coin-operated phonographs once more in demand. The coin-operated piano companies were the first to feel the crunch when coin-operated phonographs began usurping the machines. These companies were also the first to sense the profit potential made possible by electrical means. AMI, Seeburg, and Wurlitzer, who dominated the coin-op piano industry, were all producing selectable coin-operated phonographs by the 1930s.

AMI

AMI was founded in 1909 as the National Piano Manufacturing Co. It was run by two divisions, one manufacturing and the other called National Automatic Music Co., owned and operated the machines in locations. By 1925 National Automatic Music had over 4,200 pianos on location. The two divisions merged into the Automatic Musical Instrument Co. when it was obvious to management that the electric piano would soon have to give way to the automatic, electrically-amplified disc phonograph.

B.C. Kenyon brought to AMI executives a crude model of an automatic selective disc phonograph mechanism transferring the discs from vertical to horizontal storage rack. Under the direction of Clifford Green, the mechanism was combined with an automatic, coin-controlled electrical operation and amplification and mass produced. By 1930 most of the company's coin-operated pianos had been replaced by the new machine, and the company had over 12,000 on locations. The jukeboxes of the period used bulky 78-rpm discs that often varied in thickness, diameter, and location of the starting groove.

AMI was the first jukebox company to develop a remote control system. Today AMI is owned by Rowe, one of the largest manufacturers of full-line vending machines and jukeboxes, including its new compact disc phonograph.

Seeburg

Justus P. Seeburg was born in Sweden, the son of a wealthy tobacco goods manufacturer. By the time his father died the family fortune had been

FRONT ROWE VIEW OF THE FUTURE.

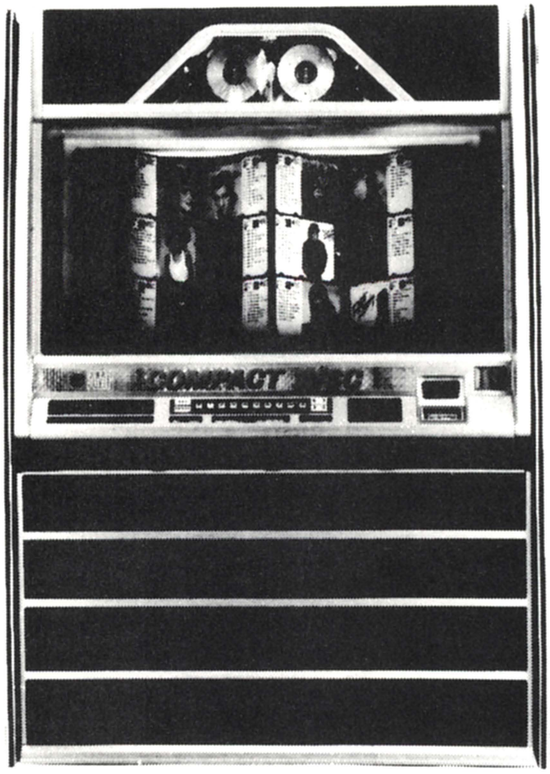
THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

H.A. FRANZ & CO.

606 Dennis Street
Houston, Texas 77006

Houston
(713) 523-7366

San Antonio
(512) 692-2147

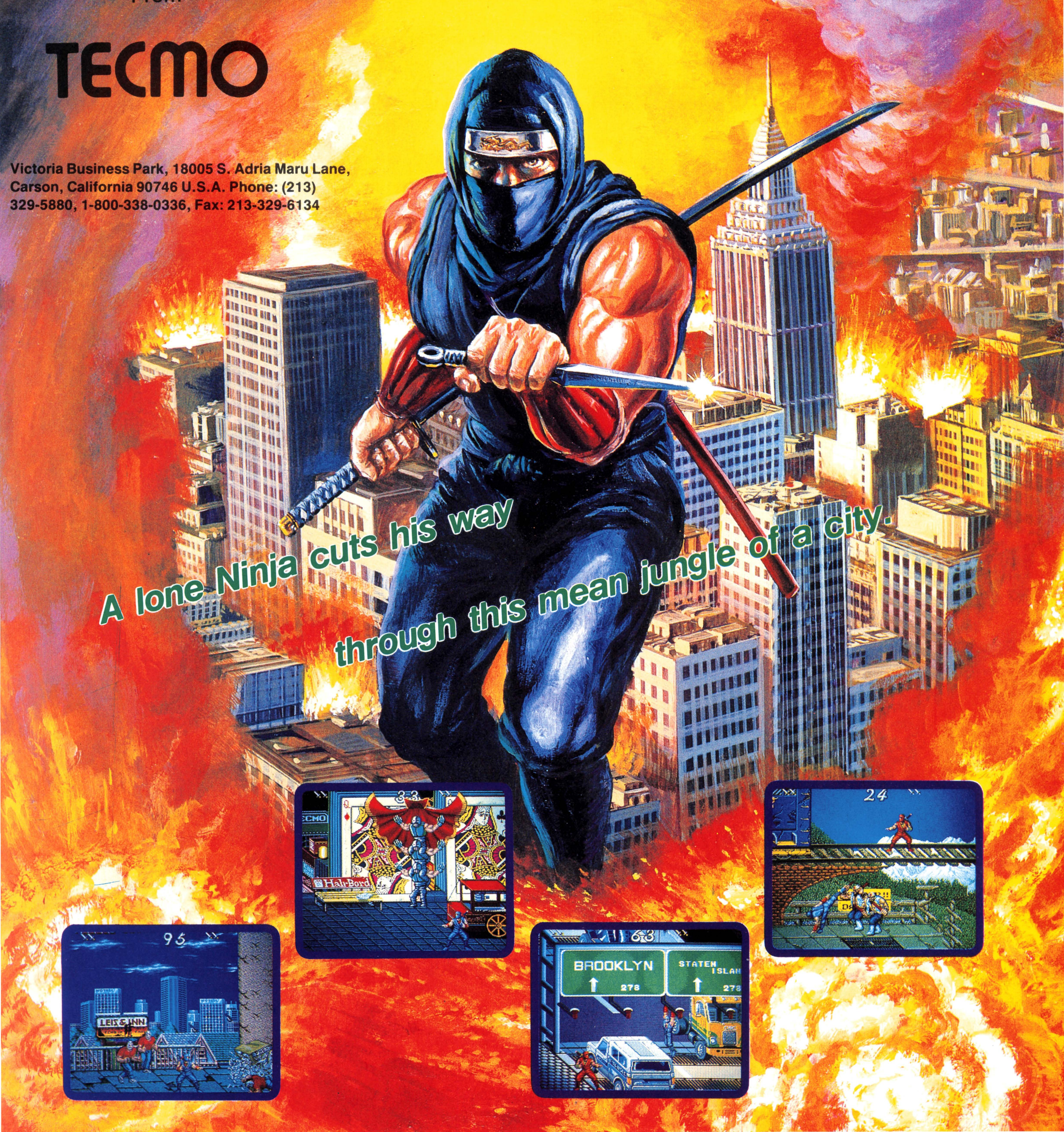


NINJA 外伝™
GAIDEN

NEW!
From

TECMO

Victoria Business Park, 18005 S. Adria Maru Lane,
Carson, California 90746 U.S.A. Phone: (213)
329-5880, 1-800-338-0336, Fax: 213-329-6134


A lone Ninja cuts his way
through this mean jungle of a city.
83
TECMO
Hair-Bord
24
95
LEIS & INN
63
BROOKLYN
278
STATEN ISLAN
278

exhausted, so J.P. immigrated to America in 1886. His first job was with a piano manufacturer in Chicago. J.P. worked for several other musical instrument companies and was partners in yet another company that made piano actions. He sold his interest in that company and formed his own company, the J.P. Seeburg Piano Co., in 1907. The company concentrated on coin-operated pianos, then added a line of orchestrions, and finally the photo-player, a combination piano, organ, and traps that produced music and sound effects to accompany silent films.

In 1928 Seeburg introduced its first coin-operated phonograph called the *Audiophone*, equipped with eight selections. The same year the company discontinued manufacturing other coin-op instruments. In 1930 it introduced the *Melophone*, which raised the selections to 12. However, like other companies of the time, Seeburg was nearly bankrupt and began manufacturing refrigerator and washing machine meters and other like products. This enabled the company to weather the Depression.

In 1935 Seeburg introduced the *Selectophone* and the *Symphonola* with a choice of 12 selections and later 20 selections.

The company was later sold to Sam Stern, a pioneer in pinball machines. The company went out of business, and in the '80s was reopened by a group of investors lead by Ed Blankenbeckler. Seeburg introduced the first compact disc phonograph.

Rudolph Wurlitzer

Wurlitzer

Rudolph Wurlitzer was born in 1831 in Germany, the son of a prosperous music merchant. Although he could have continued in his father's footsteps, he chose to come to America taking whatever work he could find. He saved his meager earnings and began importing musical instruments from Germany. In 1861 he formed a company to manufacture drums and bugles. By 1865 Wurlitzer was the largest band instrument retailer in the United States.

In 1863, Wurlitzer became a distributor of Regina Music Box Co. products and was soon the largest outlet. It's first coin-operated musical instrument business was with the Selective Regina. Wurlitzer later became a large distributor of Victor talking machines. One of Wurlitzer's sons became close friends with Eldridge Johnson, who had made a spring system for Berliner's Gramophone.

In 1897 Wurlitzer struck a deal with a manufacturer of coin-operated pianos.

SAVE YOURSELF
A HEAP OF PROBLEMS

BUY OUR PARTS FIRST

penn-ray sutra

From superior Monitors and quality Power Supplies down to the smallest Diodes, we offer the highest quality of parts to fit your equipment as well as your budget.

For a free catalogue call

1-800-523-8934

P.O. Box 1088 • 3684 Meadow Lane • Bensalem, PA 19020

First Rate Parts That Last!

Visit us at ACME Expo '89
Booth B-9

The company made the *Tonophone* and Wurlitzer won the Gold Medal award at the Pan-American Exposition in 1901. Wurlitzer acquired several companies and by 1910 was manufacturing pianos and player pianos and later grand pianos. The Depression hit the company hard and it wasn't until 1933 that Wurlitzer purchased assets of the Simplex Manufacturing Co., which had a superior mechanism for use in coin-operated phonographs. Wurlitzer put the mechanism into production.

Rock-Ola

David C. Rockola was born in Canada, and at age 14 he left school to make his own living. By the time he was 20 he owned and operated a concession and food processing business and manufactured coolers. He was fascinated with the potential in the coin-operated machine industry and took a position with one of the leading Chicago manufacturers. In 1924 he became a distributor and operator of vending machines and weighing scales. He invented and patented a new scale mechanism and founded the Rock-Ola Scale Co. in 1927.

The Rock-Ola Co. was able to acquire several patents from the John Gabel Co., one of the earliest companies with a selective, coin-operated disc phonograph. The first Rock-Ola machines were placed in locations in 1934 and featured multi-selection and a slug-proof coin chute.

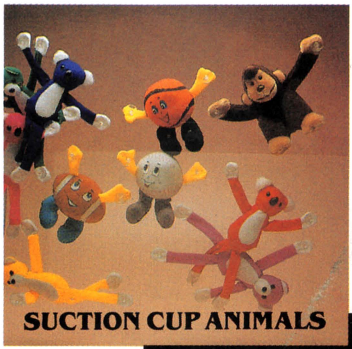
> *However, in 1948 there was too much equipment flooding the market from serious overproduction.*

Rock-Ola later developed a dial-a-tune device where records were chosen by dialing similar to a telephone. The company also introduced *Mystic Music*, in which the locations were wired to a central station.

Loewen-America (NSM)

Loewen-America, one of the major jukebox factories today, began after the war. Three men in Germany, Herbert Nack, Gerhardt Schulze, and Wilhelm Menke, formed a company called NSM (their three last name initials) to refurbish vending machines for operating and selling to other operators. Materials were scarce right after the war so they weren't able to manufacture original product. When they were able to obtain materials, they starting building pay-out machines. In 1953, they secured a contract from Seeburg to assemble Seeburg jukeboxes for the European market.

In 1967 Seeburg started assembling its own jukeboxes and shipping them overseas. NSM felt it had the experience to build their own and introduced the *Serenade Consul 130*, which was built in Germany and shipped to the United States. Henry Lazer set up distribution in the United States. and remained the NSM agent until 1972 when NSM began



NEW from NANCO®

PLUSH FAMILIES
15 NEW ITEMS, EACH IN UP TO 9 DIFFERENT SIZES FROM 7"-40". GREAT FOR CRANES, TRADE UPS, GRAND PRIZES, AND REDEMPTION.

VISIT US AT THE VARIETY & ACME SHOWS. NEW CATALOG WILL BE AVAILABLE.
NANCY SALES CO., INC. · AMUSEMENT DIV., 22 WILLOW ST., CHELSEA, MA 02150 · 1-800-626-2947 · 617-884-1700

working with Bert Davidson.

In 1971 Seeburg filed a patent infringement suit. NSM agreed to pay a royalty to Seeburg but Seeburg refused that settlement. NSM then made the necessary changes to its jukebox design and introduced the first all electronic phonograph called the *Prestige E.* In January 1979 NSM opened a U.S. office called Loewen-America for distribution, parts, and service.

The war of the speeds

LP (long-playing) vinyl records were introduced in 1948 and 45s the following year. Total chaos reined in the the phonograph industry. People were leary about the new 33 1/3-rpm records. This period in phonograph history is known as "the war of the speeds." Two major record companies fought to dominate the industry. RCA manufactured the 45 in seven-inch diameter and along with it a rapid action drop changer. The records had large diameter holes in the center, and the changer featured the same size spindle.

Columbia countered with a 33 1/3-rpm in a seven-inch diameter. It had the traditional small center hole and could not be played on the new RCA changer. However, RCA found itself forced to accept the seven-inch 33 1/3 for classical music and Columbia similarly accepted the 45s.

Within two years, it was the 78-rpm records that became obsolete, not the 45 or the 33 1/3-rpm records. It has been said that if the LP records had taken over the 45s, it could have been the end of the jukebox business since selectivity and frequent change has made the industry successful.

Equipment glut

After the war, with advancing technology such as 100 selections and improved mechanisms, there were soon more than 12 companies pumping out coin-operated phonographs. Not surprisingly, overproduction was seen in just a year. Eight of these 12 companies were out of business in a very short time, and the reasons are familiar. With over 400,000 locations suitable for jukeboxes, a mere 15 percent of those had collections that justified a new jukebox every year. Normally, as now, when new models are introduced, the old model is rotated to a secondary locations. However, in 1948 there was too much equipment flooding the market from serious overproduction; operators were financing more equipment for more locations that couldn't justify the expense.

Smart operators seized the opportunity to broaden programming and increase earnings. All of the remaining companies by 1950 had superior models from which to choose and dual pricing systems were enabling operators to offer longer-playing selections at increased pricing.

What's in a name

It was around 1930 that the term jukebox came into being. Originating in the south of African, the word "jook" meant to dance. With the introduction of sophisticated coin-operated phonographs, most of the locations were ones where dancing was prevalent. The locations themselves were often referred to as "juke joints." It wasn't long before "jukebox" was a familiar term for the music machines.

Ironically, in 1874 a man named R.L. Dugdale used the name Jukes as a fic-

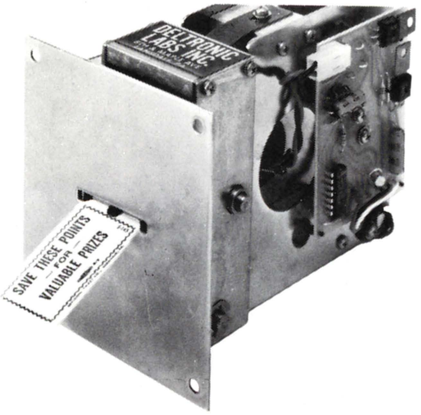
FRONT ROWE VIEW
OF THE FUTURE.

COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

BIRD DISTRIBUTORS, INC.
7905 Nieman Road
Lenexa, KS 66214
913/888-8877

THE TICKET DISPENSER
—WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

titious name for a family in New York who were the objects of a study of criminality, pauperism, and disease. In studying over 300 members of the Jukes family, he found the majority manifested varying degrees of social degeneracy and inadequacy. His study reached the conclusion that there was evidence of criminal tendencies.

No one has concluded that coin-operated phonographs, later called jukeboxes, had criminal tendencies attached, although those who operated the machines were oftentimes associated with the underworld. It's only interesting to note that the word jukebox, so much a part of our conversations today should have a name once associated with criminal studies.

Conclusion

The jukebox today is the heart of the coin-machine industry. It has gone through phases of being ousted by in-house stereo systems and live bands, but always seems to maintain its reliability and popularity. Today, there is perhaps another era ready to end—that of the 45 record. It's hard to imagine jukeboxes veering from the popular standard of so many years, but just as 78-rpm and 33 1/3-rpm records fell into extinction by more popular technology, the compact disc is making giant strides into the interiors of jukeboxes. When Seeburg first introduced its compact disc model, many operators tried them, probably for the novelty of the new wave of the future.

Although 45s have continued to dominate the jukebox market, they make up a mere five percent of the record marketplace today, after dominating it for many years. More and more homes are converting to compact disc players, and it seems inevitable that compact disc jukeboxes will dominate the marketplace. Rowe (AMI) recently introduced its compact disc jukebox which attracted an overwhelming number of sales. NSM and Wurlitzer have also promised that compact disc models will be added to their lineup.

It's all speculation now as to what will happen to 45s. Most don't want to believe that there will ever come a day when 45s won't be available. I'm sure there were those believers in the 78s also.

WE GIVE YOU CONTROL!

LOW
HIGH
START
DISCARD
PLAY
FREE GAME
START

PRECISION ELECTRONIC CONTROLS

☐ Joystick Controls
☐ Trackball Controls
☐ Pushbutton Controls
☐ Driving Controls
☐ Power Controls

Write for illustrated catalog or send specifications.

CONTROLS, INC.
Manufacturer of Electronic Controls
Joystick Controls
Trackball Controls
Pushbutton Controls
Driving Controls
Power Controls

HAPP CONTROLS, inc.
(formerly Controls, Inc.)
Manufacturers of Electronic Controls
1251 Pagni Drive
Elk Grove, IL 60007
Phone (312) 593-6130

Viability or extinction: what's the future of the 45?

by Christopher Caire

The 45 rpm record. Could anyone ever truly measure the joy that this seven-inch sphere has brought to countless Americans of all ages? Teens from the '50s through the '80s, eagerly awaiting the latest ventures on vinyl from their favorite recording artists. Scoop 'em up and race to the nearest phonograph for repeated listenings. Yes, what halcyon days.

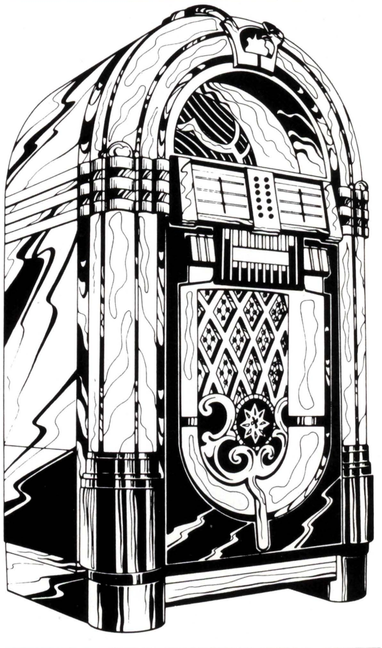
Besides the adoring public, what of the struggling bands whose careers skyrocketed after getting that big break: cutting a single and receiving radio station airplay. That, however, may not rival the charge a musician gets from having his 45 included in jukeboxes across town.

An old friend of mine bounced from band to band before hooking up with a hot country group that was going places. They recorded two songs on a 45, one of which got some good airplay on country radio stations. But that didn't compare, he said, with the feeling of walking into a jukebox location and hearing *his song* blasting out of the speakers!

British roots-rocker Dave Edmunds wistfully pointed out in one of his songs, "I'm A-1 on the jukebox, but nowhere on the charts." My friend never went anywhere on the charts, and he's since dropped out of the music business, but he'll always relish the memory of being A-1 on the jukebox for just a little while.

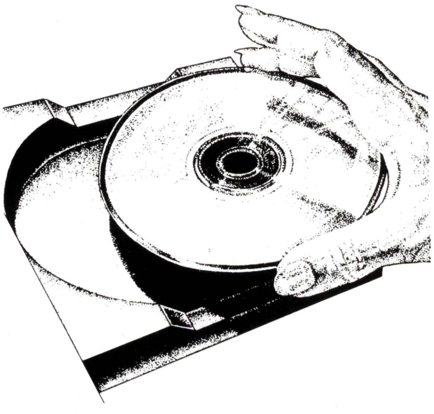
> *"There's a long way to go before 45s are out of the picture; they're still a viable product."*

Here's the question at hand: are we at the dawn of a new age, with the 45 on its way to joining industry relics like the 78 and the 8-track tape? Has the advent of CD albums, cassettes, and jukeboxes sounded the death knell for vinyl, or will it survive for future generations to enjoy?



Harvey Campbell, president of one-stop Mobile Record Co. in Pittsburgh, thinks the 45 is going to be with us for the foreseeable future.

"There's a long way to go before 45s are out of the picture," Campbell said. "They're still a viable product; 45s are a great promotional tool. Two songs for a quarter, twelve-and-a-half cents each, is cheaper than a ballpoint pen! You can't beat it."



> *"No record companies that I know of are talking about dropping them (45s)."*

Whereas the conversion from 78 to 45 jukeboxes was pretty rapid, operators are not buying CD jukeboxes as readily as their 45s-only counterparts, Campbell says. Many operators are going with CD/45 combo boxes, "which allows the 45s to stay around." Campbell cited a statistic which bodes well for the 45.

"I'd hate to think that the 45 will go by the wayside, and I doubt that it will," he said. "There are about 250,000 jukebox locations domestically. Say Seeburg has sold 2,500 CD-only jukeboxes. That's only one percent, which leaves a lot more vinyl jukebox locations. So if anything is likely to become a dinosaur, it's the vinyl LP, not the vinyl 45."

Ted Howell, the sales manager at Mobile, says 45s are "far and away the main thrust of this company. They will be around for a long time yet." Such major retailers as Camelot and Wal-Mart have dropped 45s, going instead with cassette singles as a vinyl alternative. Nonetheless, even if retail sales of 45s are not what they have been, there's still a place in the industry for the seven-inch in promotion, Howell asserts.

"The 45 may not be as versatile as the cassette single, but it is and always has

Stainless Steel Top—Won't Wear Out!

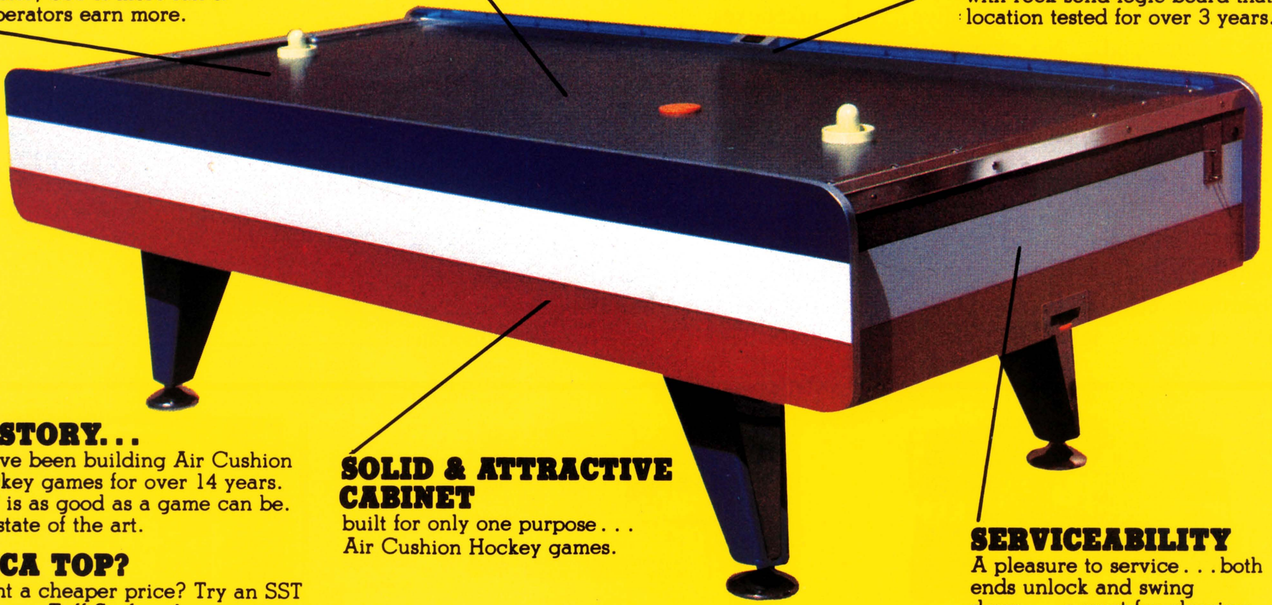
Imagination Leisure's SST Will Earn Top Money Year After Year And SST's Stainless Steel Top Just Won't Wear Out!

SST is the industry standard in air cushion hockey games. It's durably built to outlast all others and is a top money earner in all types of locations. SST now comes with digital scoring and a new field-tested logic system. It includes features that operators want for service-free operation. It's durably built to last forever.

PLAY APPEAL...
Wide goals make scoring easier . . . faster, SST is more fun & operators earn more.

STAINLESS STEEL TOP...
THAT WON'T WEAR OUT.

DIGITAL SCORING...
with rock solid logic board that's location tested for over 3 years.



HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SST SPECIFICATIONS

103″ x 50″	450 lbs.
262 cm x 127 cm	205 kg.

SST FEATURES:

- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
- Automatic Puck Lock-in at end of game.
- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

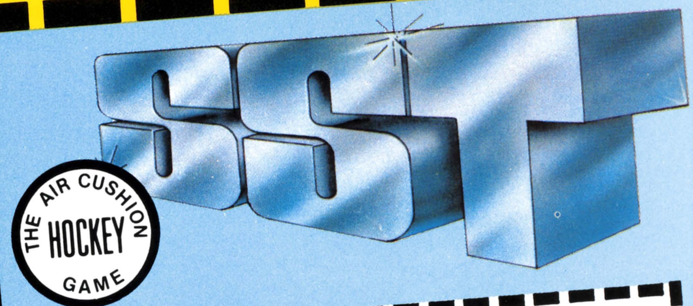
WANT TO SEE SST IN ACTION?

Look In At:

- Disneyland • Disneyworld • Show Biz Pizza
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.

Imagination Leisure inc

251 DIXON AVENUE AMITYVILLE, N.Y. 11701
(516) 842-4242
TELEX 973636 FAX 516 842 0532


SST
THE AIR CUSHION HOCKEY GAME

$1995 STAINLESS STEEL TOP **$1795** MICA TOP

NAME ______________________ ZIP ______
SHIPPING ADDRESS ______________ STATE ______
CITY ______________________
TELEPHONE ______________________

COD's will not be accepted by Imagination Leisure. Outside USA please specify voltage, cycles & coinage. Prices FOB Chicago. Prices subject to change.

been a promotional necessity,'' he said. ''Copies with double A-sides are sent to radio stations to promote artists and songs, and the cost is very nominal. There aren't royalties involved with promotional copies.

''If anything is likely to become a dinosaur, it's the vinyl LP, not the vinyl 45.''

''This is what's keeping 45s alive,'' Howell continued. ''No record companies that I know of are talking about dropping them; quite to the contrary. 45s are a necessary part of the recording industry.'' (Note: Campbell estimates that cassette singles comprise 40 percent of ''seven-inch'' retail sales.)

While acknowledging that five-inch CDs are an ever-growing tide, Campbell does not see as bright a future for its cousin, the three-inch CD. Don't expect to see them in CD-only or CD-combo jukeboxes.

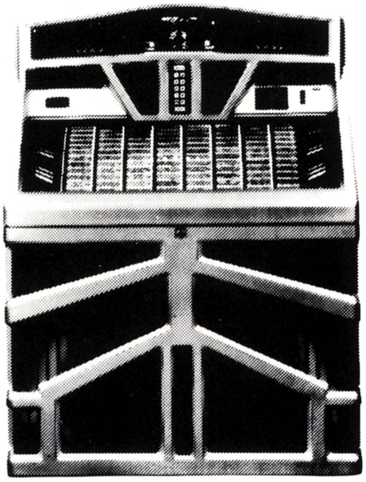
Thomas Noonan

''Phillips invented the three-inch and gave it to Sony to market,'' Campbell explained. ''But the hardware isn't selling because the price is too high. The cost needs to come down before they can begin to sell the software in any kind of numbers. I carry the three-inch, but nobody wants to touch 'em. Jukeboxes are already geared to the five-inch, so you'd need an adapter to accommodate the smaller CD.''

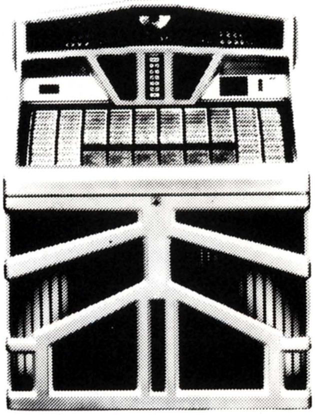
Howell agrees with his colleague. ''The market for the three-inch is almost non-existent; the product is very limited, because there's no selection. And using them for jukeboxes requires the adapter, which looks like a donut. It's very cumbersome. So you have the three-inch CD as an alternative to 45s, but not a very viable alternative.''

With technological advances being made at every turn, is it not inconceivable that CDs could become obsolete in a relatively short time?

''I don't see anything out there yet that would make CDs obsolete; they'll be around for a very long period of time.''



The RoweStar 45 Jukebox From Rowe



ComboStar 45/CD Combination Jukebox From Rowe

The New LaserStar CD Jukebox From Rowe

ALABAMA & FLORIDA'S EXCLUSIVE ROWE DISTRIBUTOR

BIRMINGHAM VENDING CO.

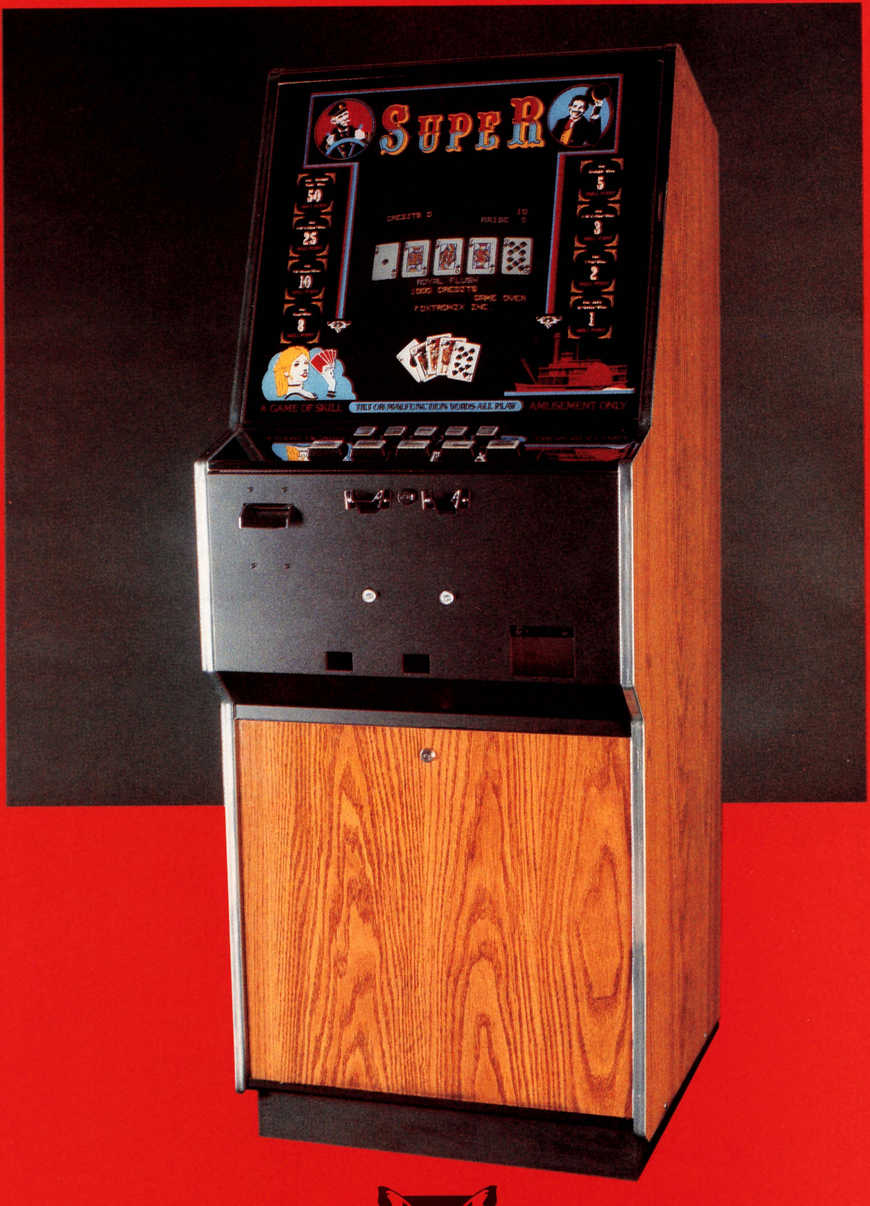
''ESTABLISHED IN 1931''

540 Second Avenue N.
Birmingham, AL 25304
1-800-238-8363
205/324-7526
FAX: 205/372-6639

6121 Anno Avenue
Orlando, FL 32809
1-800-330-1233
407/857-7393

A Blend of Old Fashioned Quality and Today's Advanced Technology

The Fox Series


SUPER
50
25
10
8
5
3
2
1
CREDITS 0
10
RAISE 5
ROYAL FLUSH
1000 CREDITS
GAME OVER
FOXTRONIX INC.
A GAME OF SKILL
TILT OR MALFUNCTION VOIDS ALL PLAY
AMUSEMENT ONLY

FOXTRONIX

5460 Brooks Street ■ P.O. Box 4708 ■ Montclair, California 91763
(714) 984-8272

Committed to Quality and Customer Satisfaction

For Amusement Only — The operation of these games and the features therein may be subject to various state and local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

"I don't see anything out there yet that would make CDs obsolete; they'll be around for a very long period of time," Howell said. "The only thing on the horizon is DAT (digital audio tape), but that's no threat to the jukebox. If anything, DAT would affect the cassette market."

"CDs are here and here to stay, whether anyone likes it or not," Campbell offered. "You can't fight technology."

But both reiterated that while 45s may have taken a back seat, they'll still be along for the ride.

A different view

There are those, however, who believe that the 45's days are numbered. One of them is Thomas Noonan, an associate publisher for *Billboard* magazine in charge of research and development.

"The handwriting is on the wall," Noonan said. "I predict that 45s will be phased out by the industry by 1991. Consider this: the RIAA (Record Industry Association of America), which certifies records gold and platinum, recently cut in half the qualifications for becoming a gold or platinum single.

"It used to be that you needed one million units to be certified gold, two million to be certified platinum," he continued. "Now, you only need half-a-million for gold, one million for platinum. The standards are now the same for albums and singles. I think this makes a major statement about the state of the singles business."

Noonan says that the RIAA has already certified five singles as gold for 1989, "but you only need to sell half as many. Other singles released in 1987 or 1988, which didn't sell enough units then for certification, have since been certified because of the watered-down requirements."

Three major music retail chains, including Musicland and Camelot, refuse to stock a single if it's only available in seven-inch vinyl, Noonan added. And, contrary to the feelings expressed by Campbell and Howell at Mobile, Noonan contends that one-stops are not happy with 45s.

"One-stops must return 33-1/3 percent of their 45s to the manufacturer, because they haven't been sold," he said. "They can't make money with that kind of percentage. On the other hand, twelve-inch singles are doing very well. One-stops are making money on them, and there's only a 15 percent return involved. The problem is a lot of records are not suitable for release on twelve-inch; it has to be danceable."

(Note: Mobile doesn't carry twelve-inch singles.)

Noonan says the cassette single is "coming on like gangbusters" and that CDs are a solid fixture in the industry.

What, then, is the option for jukebox operators? Do they listen to 45 optimists like Campbell and Howell and hold on to 45s-only or CD-combo boxes? Or is the Noonan school-of-thought a correct prediction? If so, many operators who've stayed away from CD-only phonographs may soon have to make the plunge.

Only time will tell the ultimate fate of the 45. But should it come to pass that seven-inch vinyl be relegated to relic status, we can still smile and say, "Thanks for the memories, old friend."

PRIDE & PERFORMANCE

ROWE®

&

BETSON

"Your Exclusive Distributor
For The Tri-state Area!"

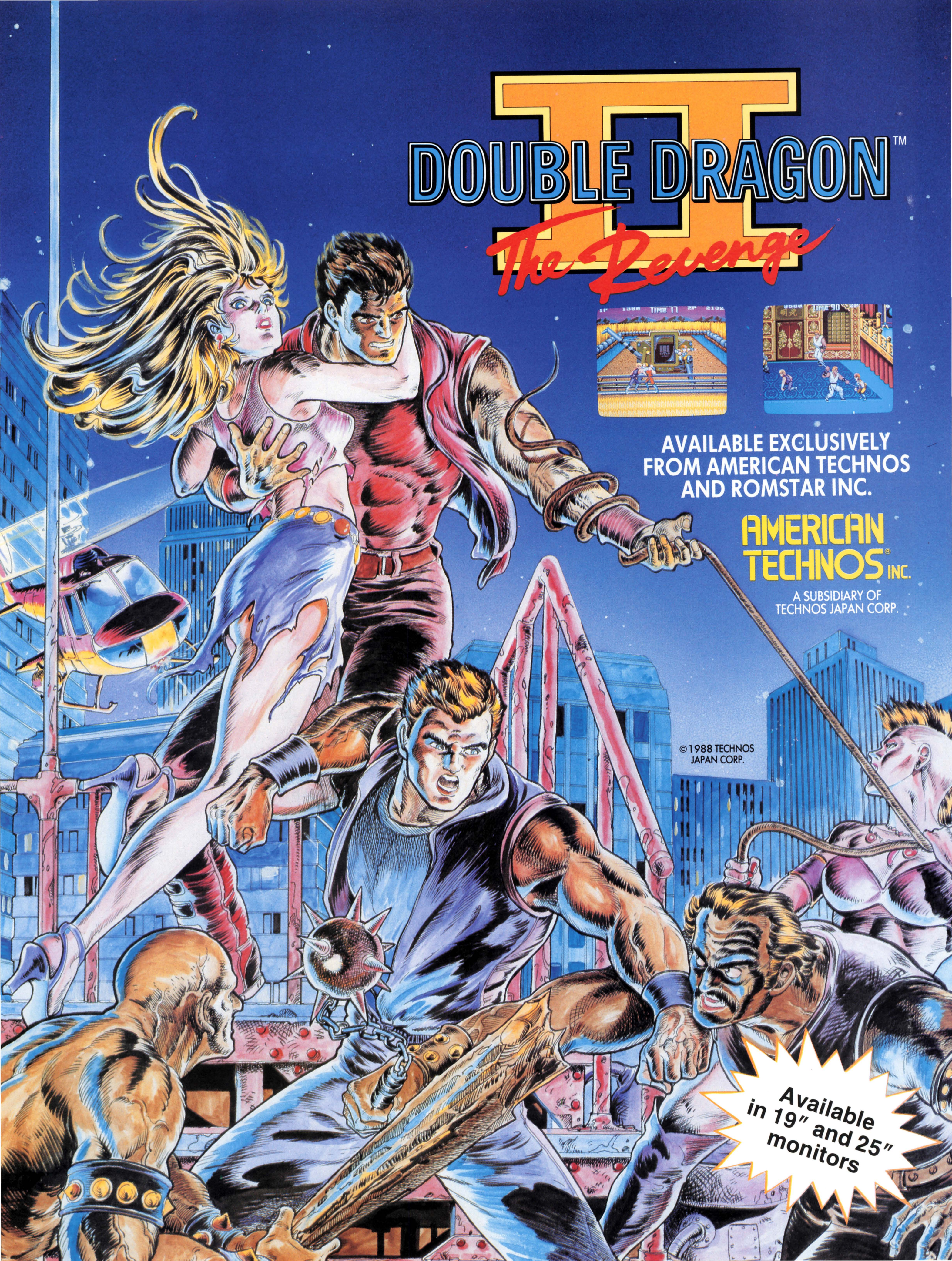
Betson Offices:

6 Empire Blvd.
Moonachie, NJ 07074
(201) 440-220

141 Lake Villa Rd.
New Hyde Park, NY 11040
(516) 354-4647

32 Higgins Dr.
Milford, CT 06460
(203) 878-6966

COMPACT DISC



1P 1800 TIME 77 2P 2192
TIME 90

DOUBLE DRAGON II™
The Revenge

AVAILABLE EXCLUSIVELY FROM AMERICAN TECHNOS AND ROMSTAR INC.

AMERICAN TECHNOS® INC.

A SUBSIDIARY OF
TECHNOS JAPAN CORP.

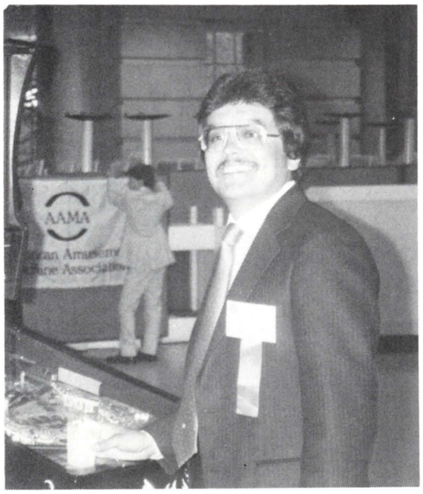
© 1988 TECHNOS
JAPAN CORP.

Available in 19″ and 25″ monitors

COINMAN INTERVIEWS

by Christopher Caire

In keeping with our jukebox theme this month, we selected three operators from different parts of the country for a trio of coinman interviews. They were asked to express their views on operating jukeboxes: past, present, and future. All three concur that 45s are on the way out and that CDs are demanding an ever-increasing share of the music market.



Ed Velasquez
Velasquez Automatic Music Co.
Chicago, Ill.

Roughly how many jukeboxes do you operate?

We've been in business for 52 years, and jukeboxes are our forte. We operate several hundred of them.

What kinds do you operate: 45s-only, CD-combo, or dedicated CD?

As you can imagine, we still have a lot of 45s-only jukeboxes. But since the AMOA show, we haven't bought any regular boxes; we're only buying dedicated CD now, no combos. We've got about 30 or 40 Rowe combos and about 20 Seeburgs, but from here on in it's 100 percent dedicated.

Is that because you think the 45 is on its way to being phased out?

Yes it is; why should I buy outdated equipment? Let's face it: you can get five years out of a jukebox very easily. But if I buy a 45 jukebox now, five years from today it'll be obsolete and not worth anything.

We've put all of our CD jukeboxes on three or four plays for a dollar and blocked out the quarter, and our revenues have been up dramatically. We turned many $120-a-week stops into $300-a-week stops. Old stops that had 45s in their jukeboxes were rejuvenated when we put combos or dedicated CD in there.

What would you say to those operators who are still wary of putting CDs inside of jukeboxes?

We're in a major market, Chicago, where people do not say anything (complain) about three for a dollar. And I don't believe they'd say anything in a pretty good-sized town like Peoria or Springfield either. I don't know what the problem is. If you go three or four for a dollar and block out the quarter, something's wrong if you can't make $200 or $100 in a 50-50 split. Stops that don't make that much aren't very good stops to begin with. If you get $100 a week, or $5,200 a year, that CD box is paid for in a year.

I think people hesitate buying CD jukeboxes because they're afraid of putting them in places where jukeboxes don't belong. You don't want to stick them in a location that brings in $30 or $40 a week.

> *"If I buy a 45 jukebox now, five years from today it'll be obsolete and not worth anything."*

What do you stock your CD boxes with?

We're unique, because 80 to 90 percent of our boxes are filled with Spanish-speaking music. And the remainder that's in English is strong on oldies.

> *"Old stops that had 45s in their jukeboxes were rejuvenated when we put combos or dedicated CD in there."*

Usually a guy says, "Fill my box up with oldies." But with CDs, all you need is 10 to 15 of these oldie compilations to be content; with 15 or so cuts on those CDs, there's more than enough songs to select. And of course, the quality of the music is better than 45s.

Another thing about 45s: people don't identify with them anymore. All of our customers buy cassette tapes, albums, or CDs; either way, it's an album format, not a singles format. People go up to that box and want to play a cut from an album they like, maybe to show friends some songs from an album that they haven't heard. The customer can relate to albums; they don't relate to 45s.

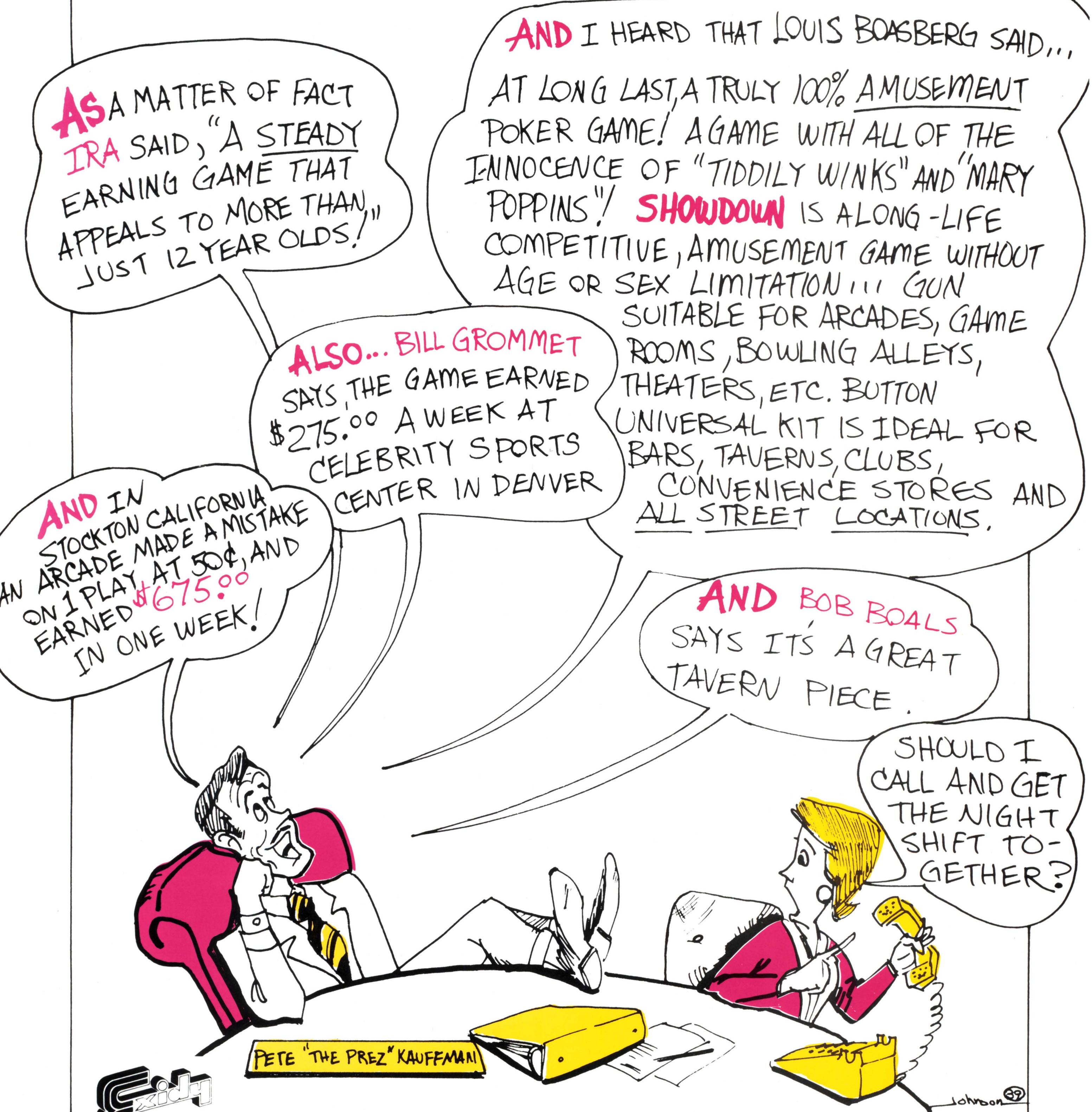
What are your thoughts on the three-inch CD?

I'm 150 percent against them; I will not buy them. Even thought it may be economical, I just won't do it. People don't relate to the three-inch, because again, you're putting singles back into the jukebox. It amazes me that anybody would even put 'em out.

Has the AMOA's push to celebrate the 100th anniversary of the jukebox helped increase your weekly earnings?

I'm on that committee. What we're doing may not be increasing operators' collections yet, but we want them to at least focus back on jukeboxes as an

SHOWDOWN™ FACTS:


AS A MATTER OF FACT IRA SAID, "A STEADY EARNING GAME THAT APPEALS TO MORE THAN JUST 12 YEAR OLDS!"
AND I HEARD THAT LOUIS BOASBERG SAID... AT LONG LAST, A TRULY 100% AMUSEMENT POKER GAME! A GAME WITH ALL OF THE INNOCENCE OF "TIDDILY WINKS" AND "MARY POPPINS"! SHOWDOWN IS A LONG-LIFE COMPETITIVE, AMUSEMENT GAME WITHOUT AGE OR SEX LIMITATION... GUN SUITABLE FOR ARCADES, GAME ROOMS, BOWLING ALLEYS, THEATERS, ETC. BUTTON UNIVERSAL KIT IS IDEAL FOR BARS, TAVERNS, CLUBS, CONVENIENCE STORES AND ALL STREET LOCATIONS.
ALSO... BILL GROMMET SAYS, THE GAME EARNED $275.00 A WEEK AT CELEBRITY SPORTS CENTER IN DENVER
AND IN STOCKTON CALIFORNIA AN ARCADE MADE A MISTAKE ON 1 PLAY AT 50¢, AND EARNED $675.00 IN ONE WEEK!
AND BOB BOALS SAYS IT'S A GREAT TAVERN PIECE.
SHOULD I CALL AND GET THE NIGHT SHIFT TOGETHER?
PETE "THE PREZ" KAUFFMAN
Johnson 83

Exidy

(408) 496-6466 5122 Calle del Sol Santa Clara, CA 95054

aspect of their routes. They need to realize the longevity that jukeboxes give, to not just worry about videos. People who concentrate only on videos have been missing the boat from day one.

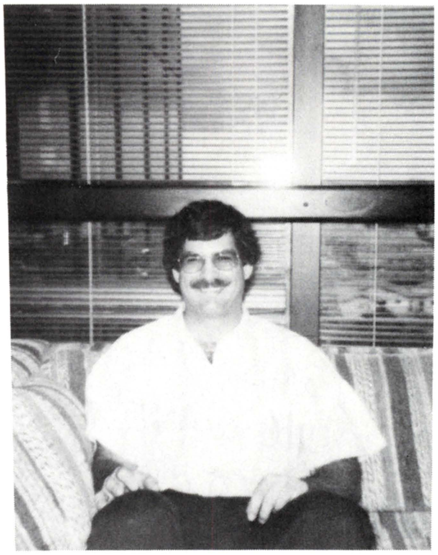
This committee is concentrating on awareness of the jukebox. We want operators to get back to looking at jukeboxes, seeing what products are out there and what other operators are doing. And, slowly but surely, some excitement is being created again over the jukebox.

Are there any changes or improvements you'd like to see in the jukebox industry?

Well, I think eventually we're going to have to come up with some new type of video music. What has to happen, in order for video to work in the jukebox industry, is the public has to be able to buy this software. The record companies have to make it available to John Q. Public. I'm talking about a laser/CD-type thing, with two or three cuts; the public would then have the music and the video that could be brought home and played on their own video equipment.

We have the technology already, but this kind of software isn't out on the market yet. Five years from today, our kids may go to buy an album but it'll be a video album as well. They can listen to it, and the monitor will be there for them to watch it. When that happens, I'm sure the jukebox industry will be able to buy the software at a decent price and change it ourselves, just like records.

This will happen for us eventually, and it has to, because everyone is so video-conscious today. Say you go into a bar: if they don't have a CD jukebox, they've got monitors all over the walls showing music or sports. We have to tap into that. Rowe, Videobox Networks, or any other company isn't doing it yet, in my opinion. I think the laser boxes will do it, but the software isn't there yet. Until that software comes, the boxes can't do anything. That's like making a CD box and having no software to put inside.



Jeff Cassorla
General Vending Service
Ft. Lauderdale, Fla.

Roughly how many jukeboxes do you operate?

We're big into jukeboxes; we don't handle any video games. General Ven-

Buy Direct and Save
All Capsules manufactured on our premises!

Write for complete information

"STA-CLOSED"
empty or filled
Capsules and
COLORFUL
EGGS

"We can also supply you with Toys-Bulk and Capsuled, Candy of all types to fit all Claw and Crane Machines, and all bulk vending supplies."

At America's Lowest Prices!

A&A
Co.

1930 Greenspring Drive
Timonium, Maryland 21093
CALL TOLL FREE: 1-800-638-6000
or phone (301) 252-1020

FRONT ROWE VIEW
OF THE FUTURE.

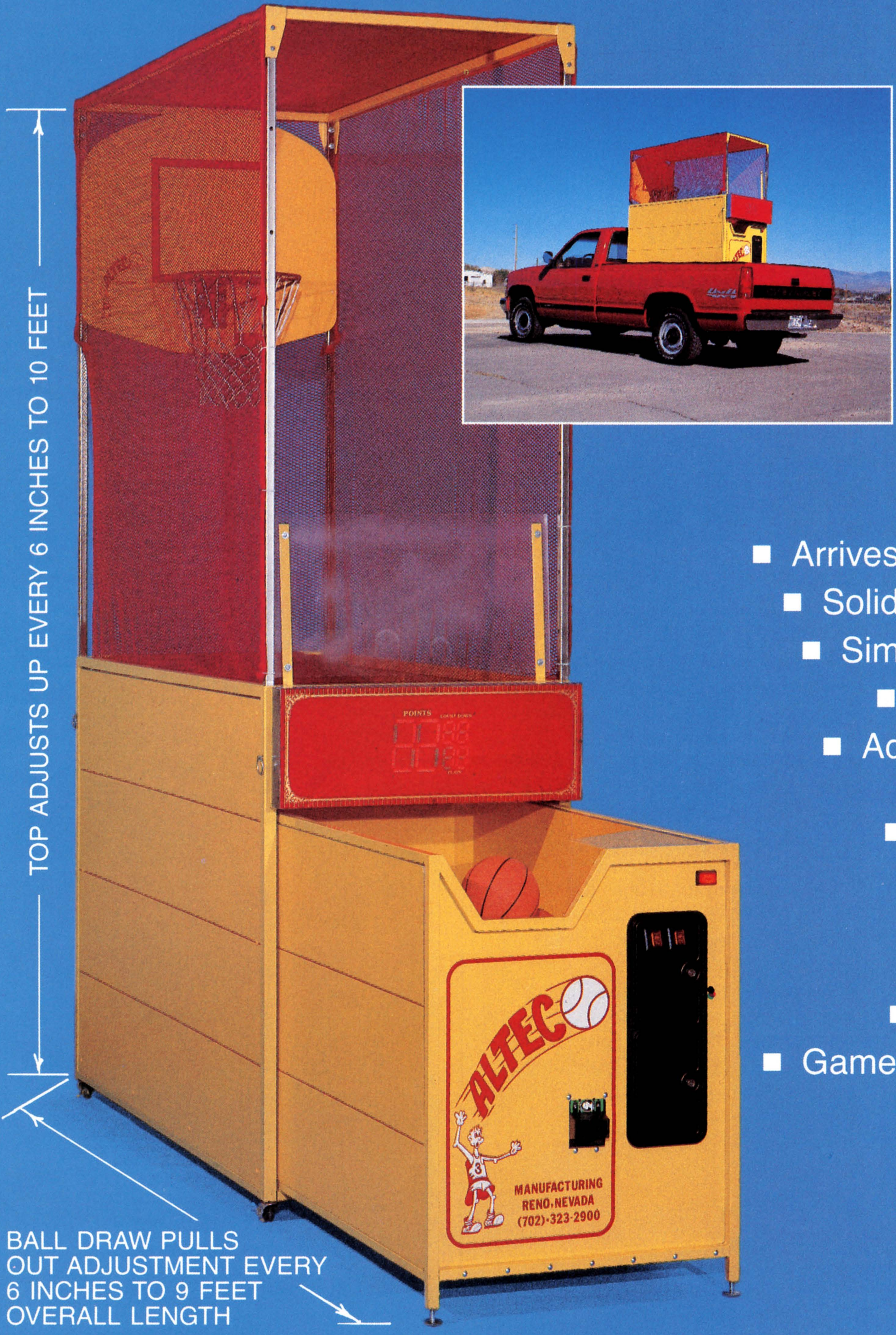
COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

MUSICVEND
MUSIC-VEND DISTRIBUTING COMPANY
1550 Fourth Ave. So. • P.O. Box 24807 • Seattle, WA 98124
(206)682-5700 • Cable: MUSIVEND
East 4008 Broadway • Spokane, WA 99202 • (509)535-5757

dunis distributing company
DUNIS DISTRIBUTING COMPANY
1140 S.E. 7th Ave. • Portland, OR 97214 • (503)234-5491

NEW ALTEC
LOCATION ADJUSTABLE
BASKETBALL



TOP ADJUSTS UP EVERY 6 INCHES TO 10 FEET

BALL DRAW PULLS
OUT ADJUSTMENT EVERY
6 INCHES TO 9 FEET
OVERALL LENGTH

**EASY TO SET
(15 minutes)**

EASY TO ROTATE

**SAVES YOU VALUABLE
EMPLOYEE TIME**

- Arrives Assembled — Time is Money
- Solid Construction, All Steel Frame
- Simple Electronics, Sound Effects
- Reliable Electric Eye Scoring
- Adjustable Scoring, Time, Coins, Free Games
- Large Dual Coin Mechanism (Holds $1,000)
- Tamperproof Ball Gate
- Flood Light
- Five 7″ Basketballs Included
- Game Will Hold 1 to 99 Play Credits

OPTIONS

- $1 & $5 Validator with Stacker
- Ticket Dispensor

Weight: 450 lbs.
Transport Size: 32″W x 78″H x 74″L

ALTEC MFG. INC.
245 Vine St., Reno, Nevada 89503 • 1-800-423-8779 1-702-323-2900

ding has been in business for 35 years.

What kinds do you operate: 45s-only, CD-combo, or dedicated CD?

We're getting into CDs more. I have quite a few CD-combos and five or so dedicated. The majority of our jukeboxes are conventional 45s-only.

Is there any particular reason why you might be reluctant to go more into dedicated CD?

It's only because of the cost and the reliability of the machines. The boxes and the CDs themselves are still pretty expensive. But I think 45s will be obsolete within 10 years or less, so I'll probably be using only dedicated CD somewhere down the road.

I'm offering CD jukeboxes to the good locations before they even request it. The income is increased when I put them in high-volume locations. But at this point, I don't think I could be pressured into putting one in a location that doesn't have high volume. It wouldn't be worth it.

Have you fooled with the three-inch CD?

No, not really. A few of them came with the jukebox, but I ended up taking them off. There isn't much of a selection; they need to make more of them available. The ones that came with the jukebox weren't very good.

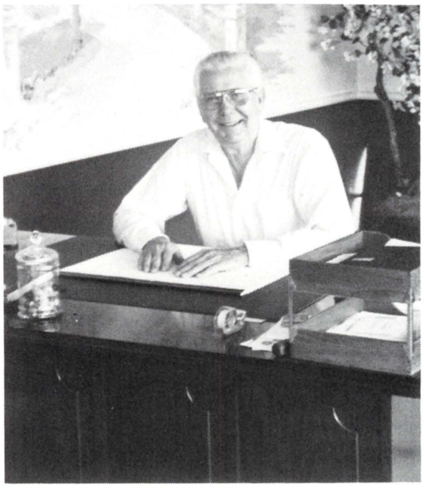
Has the AMOA's push to celebrate the 100th anniversary of the jukebox helped increase your weekly earnings?

The jukebox has always been a good money-maker. I haven't noticed any big changes, though, even with the publicity about the 100th anniversary. We haven't done anything specific as far as promotions go.

Are there any changes or improvements you'd like to see in the jukebox industry?

I'd like to see an improvement in copyright licensing: the methods, the procedures, and the costs. I think the fees need to be reduced.

I also want to mention Rowe. We use 100 percent Rowe products; they're the best jukeboxes we've ever operated.



Bob Green
Dixie Music Co.
Norcross, Ga.

Roughly how many jukeboxes do you operate?

We operate a few hundred machines. I've been in this business for 45 years, and I'll be retiring next month. My son's going to be taking over.

ADVERTISEMENT

"To Your Health" — Distributor Toasts Operators' Success With Strong Product.

It's a two-way street — the mutually-supportive relationship between distributor and operator.

The first order of business of the distributor is to make the operator successful. All else falls into place once that goal is achieved. Such is the results-oriented thinking of Lester Godwin of Godwin Distributors.

"Our concern is to have the operator as healthy as possible," stressed Godwin. "If we sell him equipment that will help his business stay healthy, then we're doubly rewarded. We're able to make a profit on what we sell him now. And, what we sell him now helps maintain his business health so he can buy more equipment from us in the future. It's a stance that benefits everyone."

To help his operators reach that level of success, Godwin offers and supports quality products — products that are suited to diverse location needs and provide good return on investment.

"In our industry," Godwin commented, "longevity is a real critical factor in an operator's buying decision. He wants longevity in terms of both the manufacturer's support of the game itself and its ability to earn money over a period of time."

In looking for products and manufacturers that meet that profile, Godwin turns to Nintendo. "When we sell Nintendo's PlayChoice equipment to an operator," said Godwin, "we're selling a real value to our customer.

"Nintendo's commitment to maintaining the PlayChoice System is one operators can be comfortable with. They know that the hardware they buty will be supported by an ongoing release of software to keep the system updated for a long period of time. And that makes it all worthwhile."

Godwin finds one type of location particularly well suited for PlayChoice-10. "We don't target the system for high-volume, multi-game locations," he said. "Instead, we look for locations limited to one or two games. We can turn a mediocre site earning $60-70 a week into a steady earner of $100 or more with a PlayChoice. And that's consistent collections, week after week."

It's all part of knowing your business, and at Godwin Distributors, Lester Godwin knows his business very well.

©1989 Nintendo of America Inc. ™ ® are trademarks of Nintendo of America Inc.

What kinds of jukeboxes do you operate: 45s-only, CD-combo, or dedicated CD?

We operate all three, and it's Rowe exclusively. Since Rowe's dedicated CD just came out recently, we only operate about 10 of those. The majority are strict 45 boxes and CD-combo.

Do you think you'll be cutting back on 45s?

Oh definitely, yes. The operation, from the way I see it, is going to end up all CDs. But it won't happen for at least five years, in my opinion. There's too many people out there that still want to operate 45s. Somebody's going to supply that demand. A CD box cannot be placed in every location on a straight 50-50 commission basis. After all, if a man can't make money on it, he doesn't need it.

I've got people right now who won't take the CD box because they can't get the individual hits on it. They absolutely, flat-out refuse, and we're talking about a brand new machine. They have to take the albums, and a lot of the albums won't have the hits that they're looking for.

> *"You cannot tell the difference between a CD and a 45 at normal jukebox volume. But when you start to crank it up, there's a world of difference."*

What do you think it will take to get these non-CD operators to switch over?

Competition. The locations want them; that's the whole thing. But there's the financial end that comes into it: it isn't what you want, it's what you can afford to pay. Everyone wants to drive BMWs and Cadillacs, but a lot of us end up driving Fords and Chevys.

The big problem we have with our CDs is that 95 percent of the places we have won't let you increase the volume loud enough to appreciate the quality. You cannot tell the difference between a CD and a 45 at normal jukebox volume. But when you start to crank it up, there's a world of difference.

I told Rowe 10 years ago that what they needed was a 500-record 45 machine, so we could put 300 to 400 oldies on there to stay permanently. Leave 100 for your new pop and C&W; that's all you'd need. Most customers like older songs from the past 30 years. But they decided to stay with the 200. Had they gone to 500, the records that would've been consumed would have justified the maintenance of the 45.

The good thing about 45s is they're almost indestructible. I bet I only had to replace four or five in 40 years because of wear and tear. Most of the time the song lost popularity before wearing out.

Play the mature way.

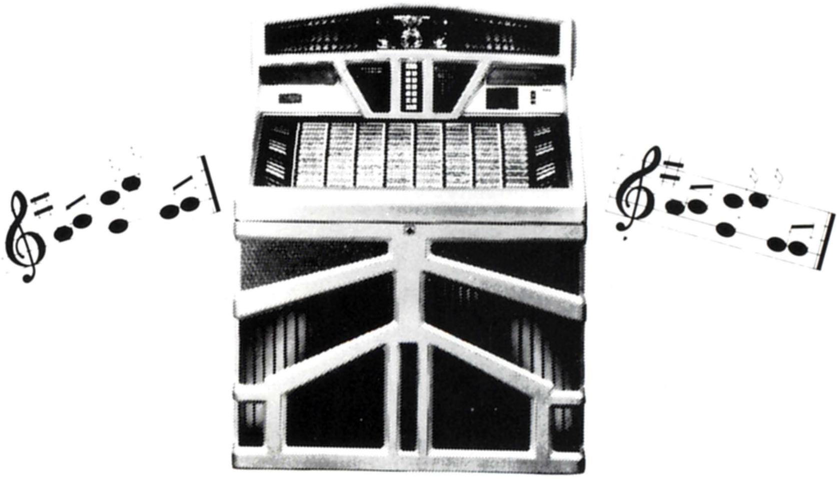
PLUSH 4 PLAY

We cater to all of your adult locations. Our business is your Profit.

1·800·25·CENTS
714 • 893-8099
(Calif.)

Novelties · Plush · Assortments · Bulk

RELIABILITY THAT ROCKS!


THE ROWESTAR 45 JUKEBOX FROM ROWE.

call or visit for courteous service

ROWE-DEDHAM

888 Rear Providence Hwy., Dedham, MA 02026

617/329-3300

With CDs, the least bit of wobble can affect it to where it doesn't play.

You take an operator in a small town: he's in big trouble if his CD box goes out in a hot location on a Friday night. What's he going to do on Friday, Saturday, and Sunday night when his distributor's closed? Plus you've got the days the box is being worked on. So he'd need to have about five of them, and now you're talking $25,000.

What do you think about the three-inch CD?

I don't see that making it at all. The only reason you're buying a CD box, truthfully, is you've got a potential of 2,000 selections instead of 200. No matter who walks up to that box, out of 2,000 records he can at least find three or four that he'll put a dollar in for. But as I've said, eventually everything's going to be CD. It's just the time element, a question of when.

> *"The good thing about 45s is they're almost indestructible. With CDs, the least bit of wobble can affect it to where it doesn't play."*

Has the AMOA's push to celebrate the 100th anniversary of the jukebox helped increase your weekly earnings?

I don't think it's helped increase our weekly earnings. I called and suggested that they try to get a stamp issued that commemorates the 100th anniversary. They liked the idea, but I haven't heard anything more about it.

The Atlanta Constitution-Journal just did a story on our company, a full-page article with color, as part of the anniversary celebration. So there's been some awareness lately about the jukebox.

Are there any changes or improvements you'd like to see in the jukebox industry?

We had the Rowe people in our office here yesterday, and they were given a list of recommended improvements. First, do away with the nickel, dime, and quarter slug rejector. Just put in a quarter slug rejector.

Second, do away with the trip coin and go to the solid-state switch. Third, there needs to be a slug rejector that stands out so women won't break their fingernails. They've been very delinquent about fixing that problem. I've had to make countless service calls because women just wouldn't risk breaking a nail by pressing the bad-coin button.

Fourth, the hydraulic lift that holds the hood up when servicing the machine tends to lose compression after about 18 months. But overall, Rowe's done an outstanding job with their boxes. Wurlitzer, Seeburg, and NSM all make good jukeboxes, too. You just have to pick one and go with them, and Rowe has proven to be reliable.

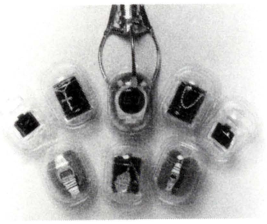
FRONT ROWE VIEW OF THE FUTURE.

COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

GREATER AMERICA DIST. INC.

1717 N.E. 58th Avenue
Des Moines, Iowa 50313
515/262-3514



CRANE PROFITS ARE PICKING UP..

with our new patented
CRANE CAPSULES

Quality means repeat business

•Jewelry • Watches
•Crane Rotary and Skill Dozer
Kits Available

To Order:
Call Lou Toll Free
1 (800) CRANE PK
1 (800) 272-6375

BONITA MARIE INTERNATIONAL
1555 Route 37 West • Suite 6
Toms River, NJ 08753

See us at Booth 101-102
ACME-89 Reno
And Booth 3478 N.Y. Variety Show

BETSON PACIFIC

BEST IN THE WEST!

REPRESENTING

- ATARI
- ARACHNID
- CAPCOM
- DATA EAST
- DYNAMO
- EXIDY
- KONAMI
- LELAND
- ROMSTAR
- ROWE MUSIC
- SEGA
- SNK
- INTERMARK
- TAITO
- TECMO
- MERIT
- JALECO
- WILLIAMS
- WORLD GAMES
- BETSON CRANES
- AUTOMATIC PRODUCTS (Phoenix office)
- ROWE BILL CHANGERS
- ROWE VENDING (L.A. & S.F.O.)

3 Full Service Branches to Serve You —

Providing Parts, Service, Kit Conversion and Sales Experience Second to None!
We'd like to do business with you.
You'll LOVE doing business with us!

CALL:

Los Angeles . . . . 2444 W. Pico Blvd. 213-388-9338
South San Francicso . . . 375 Oyster Point Blvd. . . . 415-952-4220
Phoenix . . . . . . 2300 N. Black Canyon Hwy. 602-233-0190

Don't forget about the sound system

by Christopher Caire

All of your jukebox operator friends had done it. You, however, had been a holdout. ''No sir, I'm not shelling out $5,000 for a dedicated CD box,'' was the phrase you repeated when pressed on the matter.

Then, just last week, you broke down and did it. Goodbye 45s, hello CDs. The best location on your route was the proud recipient of the shining new box. But you didn't bother to assess your sound system; is it of sufficient quality to bring out the CD's technological attributes? Will the location's patrons be able to notice the upgraded jukebox? In a nutshell, have you shelled out $5,000 for nothing?

Morley Burnett, owner of B.M.B. Services in Minnetonka, Minn., installs sound systems for jukeboxes. He's been in the jukebox business for over 40 years, advising operators on how to get the best possible sound from their components.

''In order to get a good sound system, an operator's going to have to spend some bucks, no matter what kind of jukebox you're using,'' Burnett said. ''But if you have a CD box, upgrading the output of the auxiliary equipment is critical. You'd want quality speakers, a good amplifier, and a graphic equalizer, for example. Having a cheap sound system will waste the beauty of the CD.''

When it comes to CD jukeboxes, Burnett aspires to the adage ''if you've got it, flaunt it.''

''If it's being used as foreground music, go ahead and blow it; turn up the volume,'' he said. ''The patrons will listen to loud music, especially today's young kids. They don't mind talking while the music is blowing their eardrums out. Like I've said, the sound quality of the CD is wasted if the music isn't loud enough. You have to be able to hear it to appreciate the difference.''

Just as the proper volume level is crucial, so too is the placement of the speakers, Burnett stresses.

''My advice to operators is that if they aren't knowledgeable about sound distribution, they should go to a hi-fi technician for advice,'' he said. ''Each location is different; the acoustics are different. Placement of the speakers is critical.

''A lot of places have dining areas to go along with a noisy bar area,'' Burnett continued. ''You have to know how to arrange your speakers so the bar patrons will be blown out of their seats while not letting the same happen in the dining area. It gets to be quite tricky. The sound technician will be more than happy to work with the operator.''

Jukebox operators should not underestimate the value of the jukebox in terms of keeping a prized location, Burnett warned.

''A location may have other coin-op equipment, but I've found that operators win and hold on to prime locations by having a good jukebox and good sound installation,'' he said. ''I think a jukebox is the cornerstone of a location. If both the operator and the location owner share the investment, they can come up with a very fine sound system, using the jukebox as the primary source of music.

''When an operator is going into a new location, he should work with that location on a participation basis; lay the man out with a nice sound system,'' Burnett continued. ''Besides being flexible with each individual location, it's of utmost importance that the operator give good service. He'll lose the location otherwise. When something goes wrong, get someone out there to fix the sound system right away. The music keeps his customers sitting at the bar.''

Burnett summed up his feelings this way: ''I put a lot of faith in a good sound system. A lousy sound system is like a bad check: it's going to bounce right back on you. No matter how much you invest in that jukebox, if it doesn't sound good in the location, you've lost your money.''

Morley Burnett (r) talks with Wisconsin operators at the 1988 WAMO convention.

—What's in store for the jukebox?—

Joel Friedman, Rowe International

The next 100 years of the jukebox. 'Where is it going? How can operators maximize their profit potential?' These are the questions that we all are asking.

To better plan for the future, we need to study the past. In the past, the jukebox industry has not had easy answers to these ongoing questions. Experience has taught us that if we persist with sound marketing and careful planning, we will have continuing success.

During the last year, the AMOA Jukebox Promotion Committee has come a long way in publicizing and promoting the jukebox. Because of AMOA's efforts, the American public is more aware of the jukebox today than they have been in the recent past.

The jukebox is being rediscovered as a true treasure. Untold millions of people know and love this inexpensive, wonderful form of entertainment. Looking at our proud and impressive past, we know that we must strengthen our efforts to introduce the jukebox to the younger generation. They too can learn why and how the jukebox can bring inexpensive enjoyment to their lives.

If we plan properly and remember the basics of marketing, we will find additional locations, new customers, new opportunities, and increased profits. What are some of the past lessons that help plan the future?

Product

Today, we have available a complete family of music, which includes 45 rpm's, combos, CDs, videos, nostalgias, hideaways, and wallboxes. We know these various types of jukeboxes have the ability to give any location and patron whatever form of music is most desired and what is most sensible for the ROI of the operator. Not every location requires the same type of equipment, but every location has to be looked at carefully-- what jukebox is best has to be individually determined.

The AMOA Jukebox Promotion Committee, as well as jukebox manufacturers and one-stops, have been told consistently by the record companies that the 45 rpm will continue to be available. From everything we have been told by the record companies, there is no reason to believe that the 45 rpm is in jeopardy in the foreseeable future.

There is little doubt that CDs will play a most important role in the jukebox industry, both in the present and in the future. We should all be looking to either combos or dedicated CDs as ultimately the product to purchase when we look for new equipment. Along with video jukeboxes, combos and CD jukeboxes give the operator the best opportunity to re-adjust pricing and improve the cashbox.

> *''If we plan properly and remember the basics of marketing, we will find additional locations, new customers, new opportunities, and increased profits.''*

Programming

History has shown us that proper jukebox programming, regardless of format, is the key to a full cashbox. As I have said before, a good operator thinks of himself as a disc jockey, a music man.

The jukebox is like an individual radio station satisfying its customers. You must have the proper selections for each individual location in order for the customer to want to play the jukebox. Special requests, seasonal music, and proper updating of the music must be carefully paid attention to.

Jukebox players

Ultimately, the jukebox player must be satisfied. The past has shown us that for a jukebox to be successful, it must be attractive, user-friendly, easy to play, and easy to select titles. The customer should feel comfortable when he or she spends money to be entertained. Always keep the customer in mind.

Presentation

Present the music in an easy-to-find, easy-to-read, logical format. We have suggested 45 title strips, presented in either linear or grouping formats, with definite and defined areas of music. When presenting CDs, consider how many CDs each individual location needs.

Keep in mind ROI and software costs. Some operators have started with 36 CDs, adding more as they find it necessary. Some operators have built the machine library up to 100 discs. Please carefully analyze each individual location as to how many CDs will maximize the cashbox.

Another important lesson that we have learned is sound quality. Good external speakers properly placed, or additional video monitors properly placed, dramatically increase the cashbox.

Some of today's jukeboxes have sound systems that are equal or superior to anything that the consumer has been exposed to. For the first time, the Rowe *LaserStar* has built-in graphic equalizers. You can now offer more than bass and treble control by individualizing and maximizing CD sound quality for each location.

Pricing

Dollar play has provided dramatic increases in the cashbox. We as an industry have very high costs, and perhaps we have under-priced our product in many locations. However, I believe pricing should be fair to the customer.

Jukeboxes must return a sensible amount for the investment and work required. The operator deserves a good return for equipment and services rendered.

Promotion

History has shown that promotions are good for business and good for the cashbox. We all do what is necessary to satisfy our customers.

The AMOA Jukebox Committee is working on a number of promotions that will be offered in the near future. You, the music operator, must continue working with your location owners to promote and program for their requirements. Your locations will do better and so will you.

We on the committee encourage you to give us your ideas for promotions. We need to share ideas to strengthen our industry. Also, whatever format or age of jukebox you use, always keep the customer in mind. A satisfied customer will play the jukebox more often.

The five "Ps": plan, program, present, price and promote

History has proven that if we remember these basics, the most basic of all—profitability of the jukebox—will remain strong and continue to grow for the next 100 years.

Most importantly, we at Rowe-AMI are committed to looking out for the music operator and the jukebox industry. We will continue to give you quality products, support and excellence.

We will be responsible, careful and patient to do things right. For all of us—manufacturers, distributors and operators—staying ahead takes constant attention to a customer's needs and a consistent ability to satisfy those needs. ☐

The future of the jukebox is us

Rus Strahan, NSM/Loewen America

Over the past five years or so, numerous words have been spoken and reams have been written regarding the future of the jukebox. All of the 'experts,' this writer included, have attempted to second guess what format the recording industry will use, and further, what format the public will play.

I could go on for pages presenting the case for and/or against straight vinyl, combination or dedicated CD jukeboxes. That is not my purpose here; rather, my purpose is to address the state of the jukebox, and that is the state or condition of each and every one of us. The future of the jukebox is you, me and everyone out there who services his or her accounts. It's the movers, technicians, routemen, salesmen, trade press, and anyone else I may have omitted.

If we take a look at the not-too-distant past, we find the 'video boom' in full swing. All of us know of someone or some case where the jukebox was removed to make room for another video game. All of us know of someone from that same persuasion who is no longer in the coin-op business today. The end of the boom ended a good bit of that type of thinking.

The present picture of jukeboxes seems to be pretty foggy. All we hear is the question, 'What should I buy: vinyl, combo or dedicated CD?' Let's stop and think about this for a moment.

Our own fault

Think back again to the video boom. Prior to that, we, the jukebox industry, had a very solid relationship with the record industry. They attended our shows, bringing established artists with them. They sent us all promo copies of up-and-coming records and generally worked at the complementary relationship between the two industries.

> *"All of us know of someone or some case where the jukebox was removed to make room for another video game."*

We, for our part, used every bit of that and more. We previewed new artists' songs and promoted the new releases, working on making hits out of them. And thus we actively participated in the process of creating stars. When video became the 'only game in town,' we collected so much so easily that we no longer had time to work hard at music. The record industry saw that we had no time for them, so they stayed home to devote their efforts where they would be appreciated.

During this same time, as we neglected our jukeboxes for the games, we also sent a signal to a lot of locations that music isn't all that important to us. We needed the space for another game or kept it in there so a competitor didn't have an opening. We wouldn't upgrade the jukebox or change many records; we also failed to keep it real clean and in top condition.

This told the location owner that it wasn't a top priority. Now, however, he finds that it is important to him, so he goes out and buys that powerful system and stereo tuner or hires a disc jockey. My point is this: we have, in a big way, set the course for what has happened.

On the mend

Two years ago, AMOA, the jukebox manufacturers and the record industry got back together and decided that things had gone that way for too long. We have to reverse this trend, but how do we do it?

For starters, we have a generation growing up in this country that knows all

CITY

Even More
at home in all cities of the world

in Two Attractive
Versions

City IV

CITY SOUND
NSM

Convertible To
CD Combination:
City Sound

NSM-LIONS
MUSIC
Certainly a sound investment.

LOEWEN-AMERICA, INC.
(312) 992-2280 FAX: (312) 992-2289

about music: Walkmen, 'boom boxes, MTV and so on. What they don't know about are jukeboxes. How do we teach them?

We should put jukeboxes in as many places where young people go as possible. Remember, I said jukeboxes are hard work. In this context, I'm not talking about locations. I'm referring to older, still-working units that you can shop and donate to the police or fire departments for a youth center. How about donating a jukebox to the church for its youth program or to the teen center in a school? Donate it for a night when the kids are having a special rally, for example.

All of these and many other ideas can be used to publicize you, your business, and jukeboxes. When the band is trying to raise money for new uniforms, donate (but supervise) a new machine and speakers for a night; help set up a sock-hop or rock 'n roll night. You set the machine on coin play, and they sell the tickets and keep the proceeds.

Your local radio and TV stations will work with you, as will the local newspaper(s). The result: your business gets good publicity, and young people are reacquainted with jukeboxes. We all know it isn't easy; it'll take a lot of work, but you can do it.

Again, the question: 'What is the future? Is it vinyl, combos or CDs?' I guess the best answer I can think of is *you*. You are the future, each and every one of you. Buy which ever type of machine that you're most comfortable using. The recording industry is going to provide us with what we need to do our business.

If we show them that 45s are necessary to us, they will make them as long as we need them. There are locations that warrant dedicated CDs; others should have combos, and still others should have straight vinyl.

We need to show one and all that we are jukebox people and damned proud of it. As long as we keep in mind the old saying, 'you get out of something what you put into it,' we can't fail. The future is us, we are good and will get better with hard work and a smile.

The future couldn't look brighter! ☐

—The jukebox: now and tomorrow—

Joe Pankus, Seeburg

Now and tomorrow

The jukebox industry is now 100 years old. It's exciting; our trade press is giving it a lot of space. Even the TV, radio and newspaper people are giving the jukebox positive attention. Numerous articles are being dedicated to the theme of 45 rpm vinyl versus CD technology. But perhaps too little attention is being given to what makes the music operator successful or more successful—today and through the next decade.

Vinyl record production today is about one-half of what it was three years ago. The importance of the 45 as a promotional tool for record companies is waning due to the mushrooming sales of the cassette single or 'cas-single.' Tom Noonan of Billboard magazine, in his recent AMOA keynote address, clearly indicated that the record industry is turning to the promotional cas-single. He advised operators to keep step with technology by switching to the CD format.

Perhaps the most startling announcement was made in Japan, where CBS, the world's largest record company, stated that by April 1989 it would no longer make its music available on vinyl. Here in the United States, CBS noted that the LP will continue to feature its music, but no mention was given of the 45's status.

Unfortunately, the change from vinyl to digital is certain. It's just that no one from the record industry is saying when the total transition will take place. However, the more time between the change-over, the better it is for the music operator who's already changing his thinking and upgrading his route.

> *''The music operator has so much strength when the numbers are put together.''*

Back in the mid-70s, no one paid attention to the bar disc jockey, taped foreground music, satellite-delivered sound, and video as being a threat to the jukebox operator. Today, they are all taking prime locations away from the music operator. They're a threat, but how do we compete with them? I think we all agree that a 45 rpm system cannot effectively compete with these alternatives.

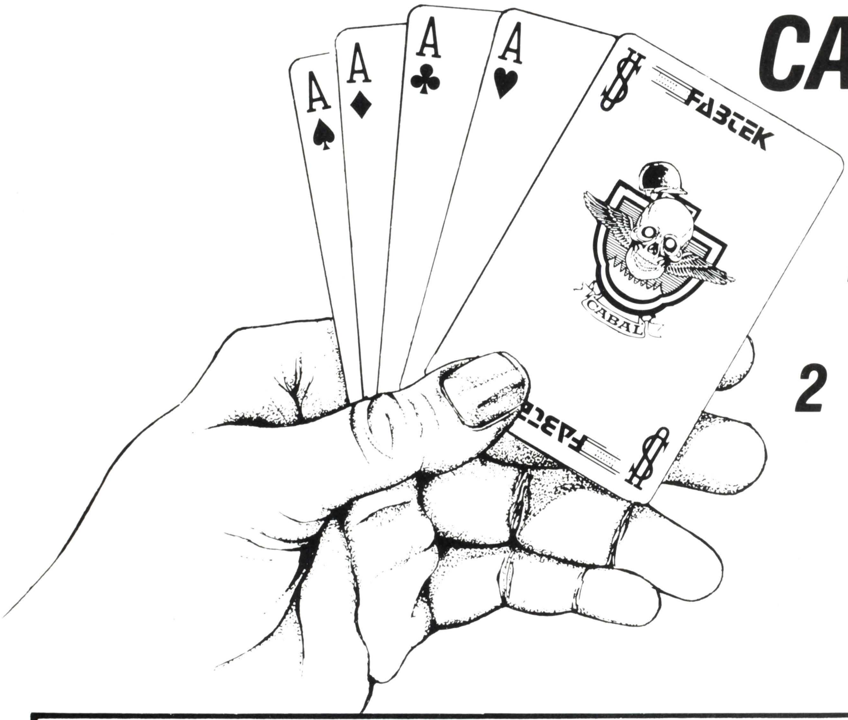
To succeed now and into the '90s, the music operator has to think a little differently. To be sure, he must adopt this philosophy: 'in order for me to be successful, I must help make my customers successful.' Whether that location puts as his first priority either earning extra money or giving his patrons the best music entertainment system available, the music operator has to promote. He must promote his customer's business as well as his own.

How do you do it?

Local radio stations, newspapers, and alcoholic and beverage distributors are all potential partners in helping to promote your operation and your customer's business. Nationally, major record companies now recognize that operators offer a powerful vehicle to promote their artists. These types of promotions will be coordinated through associations—your state associations and the AMOA.

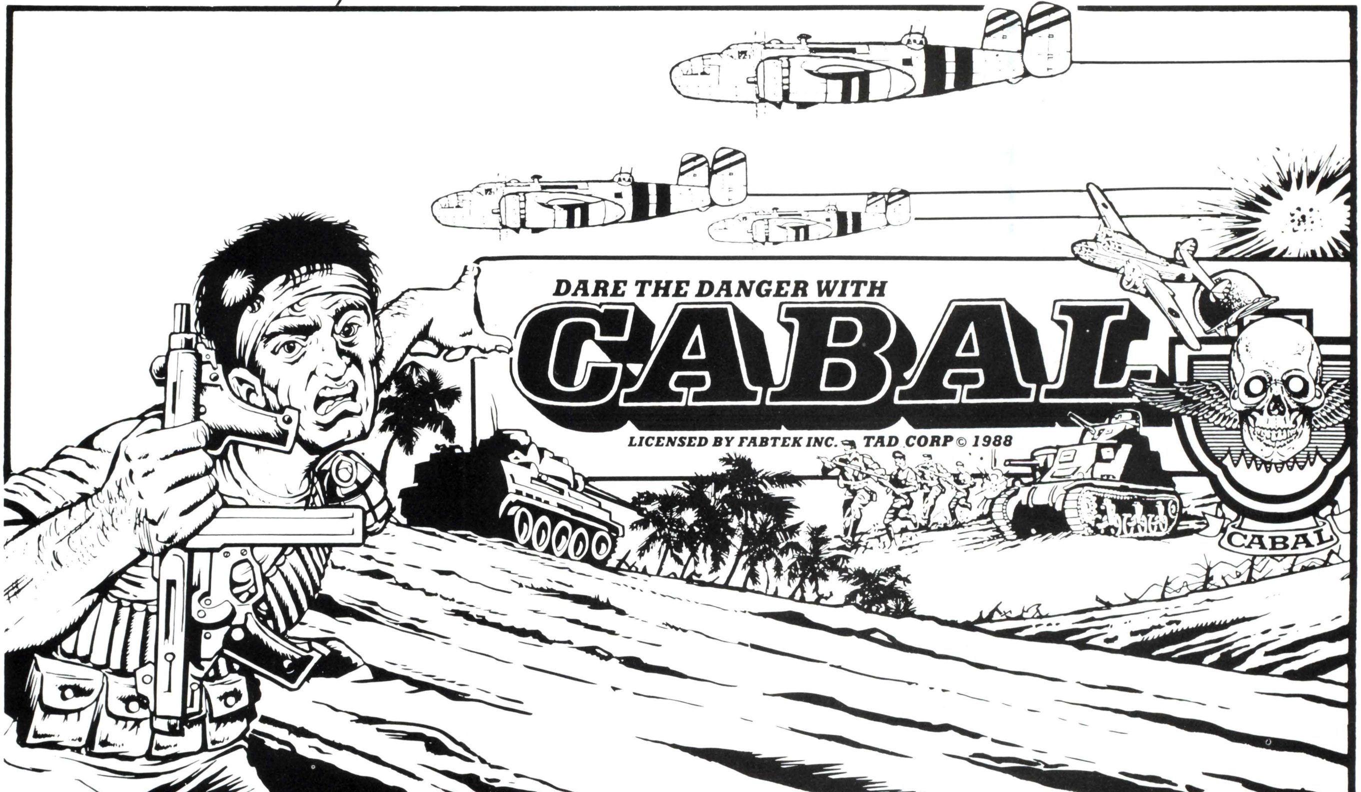
The music operator has so much strength when the numbers are put

WHY GAMBLE IN RENO WHEN CABAL CAN'T BE BEAT!


A
A
A
A
FABTEK
CABAL
FABTEK

VOTED #1 ON RePLAY's PLAYERS' CHOICE CHART 2 MONTHS STRAIGHT!

Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093***


DARE THE DANGER WITH
CABAL
LICENSED BY FABTEK INC. TAD CORP © 1988
CABAL

FABTEK

together. Just imagine the impact when the AMOA accurately states that 85 million people listen to a jukebox weekly. What record company would not want to take advantage of that awesome exposure?

If you haven't joined your trade association yet, do it now. I know that the AMOA has several promotions ready for introduction. Also, I encourage operators and distributors alike to support AMOA's National Jukebox Promotion Committee. Call Jim Hayes and ask how you can help, because you'll be helping yourself.

Have you noticed that even a few jukebox manufacturers are now offering promotional aids and packages? And I don't mean the distribution of sales literature to encourage you to buy more product. Seeburg recently put together an RCA record promotion in which almost 1,000 operator locations participated. They received nearly $40 in free CDs and a colorful poster to stimulate jukebox play.

Five years ago, you wouldn't have seen this type of marketing. Now, the manufacturers are realizing the same philosophy that I'm encouraging you to adopt: help make your customer successful and you'll be successful. That is the future . . . your future!

WHAT DOES IT TAKE
for a really big-time operator to operate really big time?

PLAY METER
We can help your business become a big time operation
SUBSCRIBE
504/488-7003

$1000^{00}
FREE PLUSH

NO PURCHASE REQUIRED

A WINNER WILL BE SELECTED IN RANDOM DRAWING

PRE-PAKS FOR
SINGLE CRANES
JUMBO CRANES
NITE CLUBS

MARDI GRAS PLUSH! INC.

PRE-PAKS
IN MORE SIZES THAN
ANY OTHER
PRE-PAK
SUPPLIER

P.O. BOX 1173
3720 ROBERTSON STREET
METAIRIE, LOUISIANA 70001
1-800-443-9918
504-837-7031

SEE MAY ISSUE FOR WINNER

Clip across and mail today!!

Operator's Name ______________________
Company Name ______________________
Address ______________________
City, State, Zip ______________________
Telephone ______________________

How long have you had cranes? ______________________
How many cranes do you operate? ______________________
What is your best idea for increasing crane revenue? ______________________
What brand or brands are your cranes? ______________________
How did you learn of Mardi Gras Plush? ______________________
From whom have you purchased pre-paks? ______________________

1-800-443-9918

Stocking the Rowe *LaserStar*

by Glenn Anderson

[Editor's note: Glenn is an operator based in Hawaii; his company is Hawaiian Brian's Billiards. Glenn has taken a very creative approach to his new equipment. We are happy to share his ideas with other operators of CD jukeboxes.]

In December 1986, we purchased a Seeburg CD jukebox. One of the primary reasons was to be able to put Christmas albums in for our customers. Over time, we have installed Boston Acoustics satellite speakers, powered by NAD amps for the billiard area.

The Christmas of 1988 will also be remembered. We got a new Rowe CD box, with page one displaying 12 Christmas albums. Bright red album jackets criss-crossed the front of the already sparkling box.

Every song on the 12 albums was reviewed and given ratings, from zero to four stars. A 70-song playlist was then compiled, with two- and three-star songs selected once and four-star songs selected twice. There was a great range of songs, from Nat King Cole's "The Christmas Song" to The Eurythmics' "White Christmas." Other artists included Elvis, Gene Autry, The Carpenters, Johnny Mathis, Bobby Helms, Bing Crosby, and even a Hawaiian group, The Brothers Cazimero.

The Rowe was then put into attract mode, with a 10 minute interval between each Christmas selection. We were confident that we would put the crowd in a mellow Christmas spirit.

Setting up the rest of the box was also a challenging project. Irwin, our office computer whiz, typed 100 album jackets into his word processor. He then downloaded into Ventura Publisher, using different fonts for song numbers, song titles, artists, and album names (we used the plain labels). The labels were then printed on a laser printer.

COMPACT DISC
RUN DMC

Rowe *LaserStar*, dedicated CD jukebox.

The ability to display 12 jackets at one time made loading the box a new experience. What would be the criteria for which albums went where? Going by artists alphabetically was definitely out. Would we separate according to disco, rock, soundtrack, oldie, etc.? What about soundtracks that were oldies? Would you want similar artists' music together or spaced throughout the box?

For maximum merchandising punch, our solution was the album artwork; it became a lot of fun. The theory was to group three album sets and display them going down the page, putting the most striking combinations on the outside edges.

Here are some examples: using white albums with bright colors, we put Debbie Gibson, Sweet Sensation, and Anita Baker together. Terence Trent Darby, Ziggy Marley, and Elisa Fiorillo had stylish portraits. Tina Turner and Lita Ford were serious women in black.

For Tom Cruise fans, the "Risky Business," "Top Gun," and "Cocktail" soundtracks came together. Lisa Lisa, Expose, and Cameo all have their full groups standing on the cover. The top four CDs took the last slots on page nine.

The good news: the Rowe *LaserStar* is priced the same as our old box, and the revenues are almost double. Our customers love it and know that we think they're special. The bad news: the jukebox hardly rested for the 10 minutes necessary to go back into attract mode and play a Christmas song! But we'll be back next year with an improved playlist and a faster attract time.

VS. PLATOON

VS. UNI KIT!!!

Easy
Plug-
In...

No
Solder...

VS.
UNI
Pricing!

Best
Picture
1986

Best
Rental Video
1987&1988

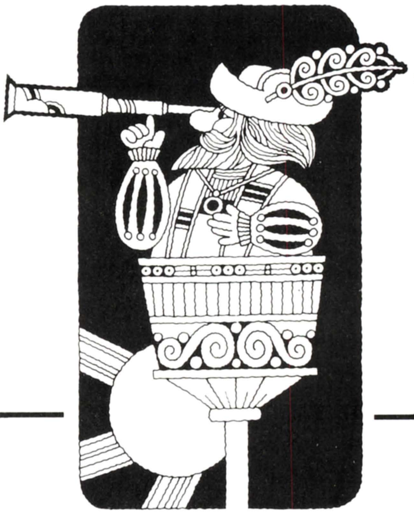
**Best VS. KIT
1989!**

SUNSOFT A DIVISION OF SUN CORPORATION OF AMERICA
925 A.E.C. Drive ▪ Wood Dale, Illinois 60191 ▪ (312) 350-8800 ▪ FAX # (312) 350-8815

©1986 Hemdale Film Corporation
Software rights licensed from Ocean Ltd.
Licensed for play on the VS. System® by Nintendo®

Columbus sets sail to new world of coin slots

by Bonnie Theard



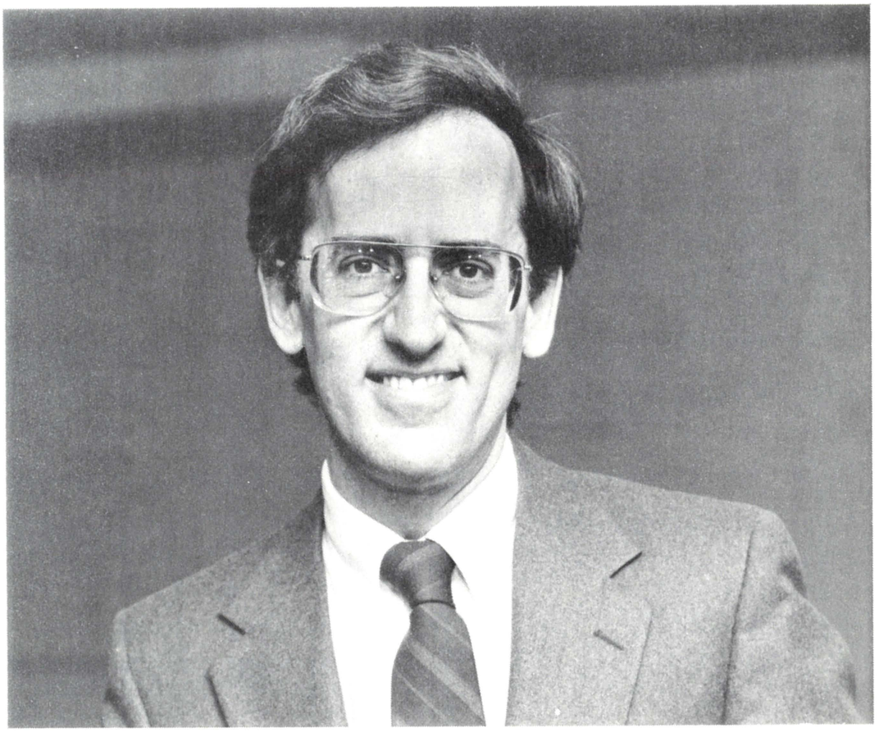
In 1992 we will celebrate the 500th anniversary of Christopher Columbus' voyage to the New World. If The Coin Coalition and numerous other associations are successful, Columbus dollar coins will be charting a path to amusement and vending coin slots across the country by then.

For members of the game and vending industry, the benefits of the proposed dollar coin are obvious. Public inertia is the biggest stumbling block along the way to obtaining widespread support of the proposal to redo an ineffective coinage system.

The disastrous Susan B. Anthony dollar coin launched in 1976 still haunts its backers. Some of the reasons that coin did not fly was the uncanny likeness in size, shape, weight, and color to the overworked quarter. It was not helpful at all that a woman's face (and not a very pretty one) appeared on the coin during the height of the ERA controversy. In addition, at the time there was no provision made for removal of the paper dollar from circulation.

How can we overcome the ''Suzie'' and embrace ''Chris?''

At the recent 42nd annual National Automatic Merchandising Association (NAMA) convention in New Orleans, an educational seminar on the dollar coin was well-attended and boasted an impressive panel of activists for the new coin: Jim Benfield, founder and executive director of The Coin Coalition; James Douglas, vice president of marketing for Coinco; Richard Funk, director of the department of government affairs for NAMA; Bill Walsh, president of Continental Vending and chairman of the board for NAMA in 1988; Bill Buckholz, president of Goodman Vending Co. in Reading, Pa.; and James Rost, president of NAMA.



Jim Benfield, founder and executive director of The Coin Coalition.

Debits and credits

During the seminar, Rost noted that in 1963 customers could buy a snack with one quarter whereas now they need five quarters for the same purchase. He added that in the future they will need much more. For an industry that has existed on quarters for lo' these many years, a dollar coin would lower the need for coin changing equipment accompanying vending units, permit operators to offer three games for the one dollar coin, and make coin accountability easier and faster.

Panelist Bill Walsh explained that a dollar bill changer costs about $2,300 and that operators must keep $200-$250 in the machine plus another $300 in reserve to re-stock, meaning a total investment of $3,000. Replenishing bill changers is time-consuming, reconciling takes time, and the numbers are never over, always under. A service call on a bill changer is a critical call since it affects collections in all of the other machines in that location. Added Walsh, "Counting coins is faster than counting bills."

He noted that the gambling industry does not promote the use of bills. Slot machines use coins, card players use chips. Fooling with all those dollars is cumbersome. To him, the dollar coin presents no negatives. He would like us to get back to being in the "coin"-op industry.

Positive thinking

Operator Bill Buckholz disposed of the negative thinking about the "Suzie", went to his local bank, got a big supply of the coins, and dispensed them through $5 changers and $1 machines. He uses 14,000 every week and gets back 10,000. His coffee machines never run out of change.

He said, "If we're waiting for the perfect $1 coin, our company is doing fine with the imperfect dollar coin." He explained that it's embarrassing to ask customers to put in five to seven quarters for a sandwich. He added, "For an industry that tries to distance itself from gambling, we almost imitate it with multiple coins. We're not doing a good job of merchandising if we have a barrier between ourselves and the customers because of our inefficient coin system."

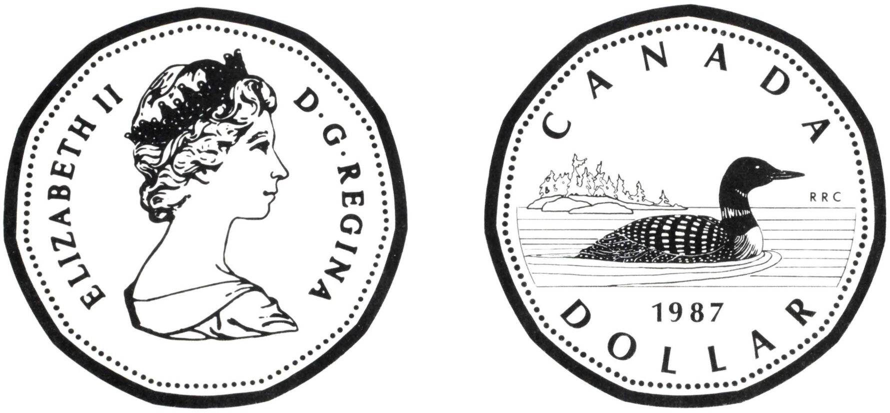
Buckholz has a philosophical approach. One of his memorable quotes is: "Just because you come out with an Edsel doesn't mean you should stop making cars."

The man with a mission to promote introduction of the new coin is Jim Benfield of The Coin Coalition, a lobbying group headquartered in Washington D.C. Benfield estimates that following re-introduction of the Coinage Reform Act of 1989 (there was previously a Coinage Reform Act of 1987), it may be late 1989 before the bill passes out of Congress. It will take time to build an inventory of the coins, if the bill is approved, and 1991 is a manageable date for their entry into the market. The earliest date to find the $1 coin dominant would be 1994.

The Coinage Reform Act of 1989 calls for a three-year phase-out of the dollar bill; 18 months after the coin is circulated production of paper dollars will cease. Add to that the 18-month life of paper dollars and the total comes to three years. Paper bills have a short life compared to coins, which are estimated to last about 20 years.

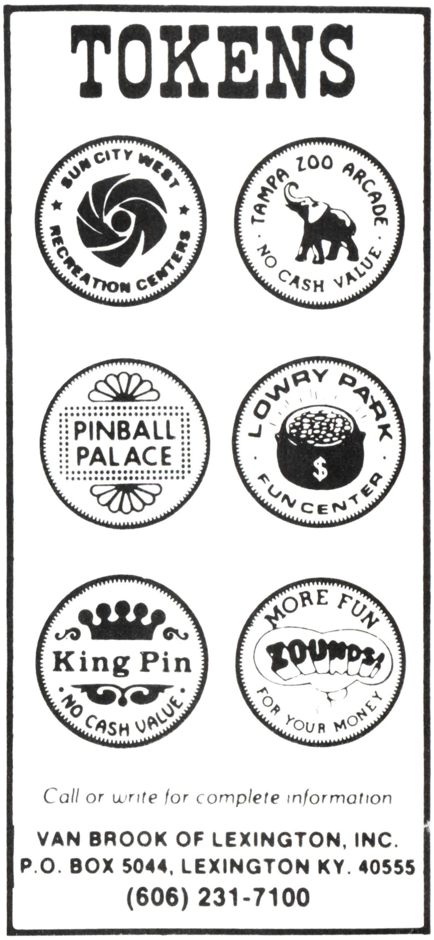
The push for the new coin started back in 1986. If the United States adopts the coin, it will join nine other countries that presently have high denomination coins, including: Australia, Canada, England, Sweden, Japan, Singapore, Spain, the Netherlands, and Norway. New Zealand is also considering it.

Most significant is the fact that all of these countries have adopted their coins since 1980. Before then, Germany and France led the way in high-value coins. All the countries that adopted high-value coins after 1980 also ceased production of their equivalent paper money. These advancements in coinage occurred after our experience with the Susan B. Anthony coin. Other countries *did not allow* their paper money to circulate along with the coin of equal denomination.



Canada's "Loon," co-existing with the paper dollar for only a short time. Death knell for the paper dollar is June 30 this year.

Doyle's SPORTS GAMES
IAAPA 1988
1ST PLACE
ARCADE & COIN-OP EQUIPMENT
HOOP SHOT! GOLD
THE PRIDE OF AMERICAN BASKETBALL GAMES!
Doyle & Associates, Inc.
P.O. DRAWER 49467 • SARASOTA, FL 34230-6467
813-351-2835 FAX: 813-351-8357


TOKENS
SUN CITY WEST RECREATION CENTERS
TAMPA ZOO ARCADE NO CASH VALUE
PINBALL PALACE
LOWRY PARK FUN CENTER
King Pin NO CASH VALUE
MORE FUN ZOUNDS! FOR YOUR MONEY
Call or write for complete information
VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON KY. 40555
(606) 231-7100

The list of dollar coin proponents is impressive: our own AAMA, AMOA, and NAMA; the Copper and Brass Fabricators Council, the Copper Development Association, Foodservice & Lodging Institute, Multi-housing Laundry Association, the National Association of Convenience Stores (NACS), the National Parking Association, National Soft Drink Association, RP Foundation Fighting Blindness, Randolph-Sheppard Vendors of America (blind vendors), Smarte Carte, Inc., and the Snack Food Association.

Recent additions to this list are the American Public Transit Association, American Council of the Blind, Public Telephone Council, and the Italo American National Union.

LIBERTY
IN GOD WE TRUST
1979
UNITED STATES OF AMERICA
E PLURIBUS UNUM
ONE DOLLAR

The ''Suzie,'' an ill-fated attempt at coinage reform.

A large number of industries will be affected by the dollar coin. ''Fast food companies want to move customers through the line quickly,'' said Benfield. ''The mass transit industry is being killed by the $1 bill. The U.S. Postal Service wants to vend more stamps and move customers more quickly. Publishing companies want to sell more newspapers at stands.''

Cash retailers are the key, according to Benfield. They don't want a $1 bill *and* a coin; they will shove the coins into circulation.

Cash retailers include convenience stores, groceries, drug stores, and fast food outlets.

Coins have a 20-year life compared to an 18-month life for a paper bill. At the present time there are 65 House and Senate co-sponsors for the bill. Most of the co-sponsors are east of the Mississippi. Benfield said when the hearings started in January The Coin Coalition ''hit the ground running.'' The move is on for operators to write their congressmen and senators asking for support of the new bill.

Worlds apart

What makes the Columbus coin stand

FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

ROWE MEMPHIS

2689 LONGATE DRIVE
MEMPHIS, TN 38132
(901) 345-7811 FAX (901) 398-0578
1-800-333-7696

Advanced Graphic Designs

A Full Service Screenprinting Firm
Dedicated to the Coin Operated Industry

Equal service to large and small customers

4673 Aircenter Circle Reno, Nev. 89502
(800) 553-8993
(702) 827-8110
offices in:
RENO LAS VEGAS

A Division of Mills-Jennings Manufacturing Company

- IMPORTANT NOTICE -

DOUBLE DRAGON II: THE REVENGE

will be available exclusively through

AMERICAN TECHNOS, INC. and ROMSTAR, INC.

All purchases of this game must be made through
American Technos' and Romstar's authorized distributors

- BEWARE OF COPY GAMES -

Double Dragon II: The Revenge *will be available first in the U.S. and Canada. Until all sales and distribution have been completed. Upon completion of Sales and Distribution in the U.S. and Canada,* **Double Dragon II** *will be released in limited quantities in Europe.*

Anyone offering parallel boards of **Double Dragon II: The Revenge** *will more than likely be selling illegal and illegitimate copies, and will be prosecuted accordingly.*

American Technos and Romstar support the efforts of the AAMA and the FBI in its anti-drug campaign. The **"Winners Don't Use Drugs"** *message will appear in all* ***legitimate*** *versions of* **Double Dragon II: The Revenge.**

ROMSTAR, *INC.*
22857 Lockness Avenue, Torrance, CA 90501 • (213) 539-2744 • FAX: 213-539-3626

apart from the Susan B. Anthony? For one, the Susan B. was 92 percent copper, silver in color, and ridged on the side. The Columbus coin would be 90 percent copper, gold in color, and have smooth sides.

Here's a key for vendors, says Benfield. ''The greater your machine matches the money in my pocket, the better for you (the vendor).'' We have to match machines to the probability of what the customers will have on them at any given time. And it's unlikely that the average customer will have more than $3 or $3.50 in change with him at one time.

Large denomination bills are the norm at present. Whenever a customer goes to the bank to cash a check, he receives large denomination bills. No one ever gets a $50 check cashed in one dollar bills. Yet more dollar bills are made every year than any other size bill; that means more expense to the government and ultimately taxpayers since bills have such a short life.

If the paper dollar ceases, what happens to the previously frowned-upon $2 bill? By demand alone, the $2 bill will again be viable, perhaps even popular. Canada's $2 bill, which had a stigma attached to it, is now a popular bill. According to Benfield, retailers will not want to be faced with having to give customers a handful of dollar coins and will use $2 bills in their inventory.

Contrary to popular opinion, $2 bills are not ''phony'' money. They are still being printed today. The supply meets the demand and at present there is absolutely no demand. When that changes, the number of $2 bills being printed will change.

For those concerned with what happens to old dollar bills, they are still considered legal tender. They may go the way of the $2 bill and become a curiosity in the future.

The other side of the coin

What impact would the dollar coin have on coin acceptors? Michael Meisinger, sales manager for Coin Controls Inc., explained that electronic coin acceptors would have to be programmed to take the new dollar coin, which is viewed as a minor adjustment. For mechanical mechs that are on most games, it would be different. These coin doors would have to be specially made for the dollar coin.

''Jams often occur with mechanicals and a back-up is needed,'' said Meisinger, ''which is why most mechanical coin doors are double coin mechs. We have sampled many manufacturers with our electronic mech and they have no problem with it. It's a matter of operators seeing the value of buying an electronic coin mech today that would help them in the long run.''

Meisinger said that manufacturers have only to tell them when placing orders if they want new dollar coin slots. Another choice would be to have two coin mechanisms, one mechanical for quarters and one electronic for dollar coins. Electronic coin doors cost $100 more than mechanicals and are more trouble-free.

At present, the reception to new coin doors is lukewarm. The manufacturer

FRONT ROWE VIEW OF THE FUTURE.

COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

WOLVERINE AMERICAN, INC.

24540 CAPITOL
REDFORD, MI 48239
1-800-238-1589
313-532-5600

FRONT ROWE VIEW OF THE FUTURE.

Rowe Music
Quality Leadership into the 21st Century

J&J DISTRIBUTORS, INC.

Indianapolis:
9461 E. Washington
317/899-2530

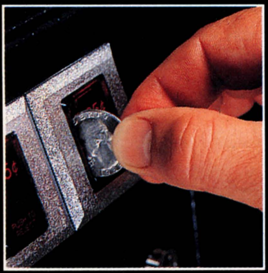
St. Louis:
5729 Manchester
314/645-3393

A HOT
NEW KIT
GOOD FOR
COLD CASH.

THE NEW PLAYCHOICE KIT™ MORE PICKS, MORE PLAY

Choice is the name of the game when you want to keep players coming back steadily over a longer period of time. That's what the new PlayChoice Kit™ from Nintendo is designed to do with your VS. UniSystem®. Now you can give players more choice than ever. And they can pick from the hottest titles going. Choose a PlayChoice Kit™ with five games or ten. Either way, you've picked a winner.

HOT TITLES

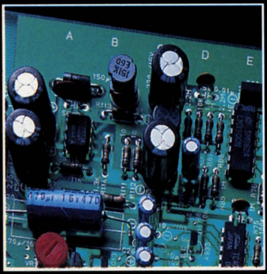


Whether you go with the five-game or the ten-game kit, you're guaranteed sizzling best sellers. Players will be glued to the screen playing top titles like Double Dragon,[1] Super Mario Bros. 2,™ Contra,[2] R.B.I. Baseball,[3] Gauntlet,[4] Mike Tyson's Punch-Out!!,® Rad Racer,™[5] Kung Fu,[6] R.C. Pro-Am,™[7] Track & Field.[8] And with over 25 games available in our current library, you can change games to keep the action fresh, the interest up, and the cash flowing.

BELLS AND WHISTLES

For all its brains, the PlayChoice Kit™ is a beauty, too. Sharp new side-panel graphics and a high-tech control panel with space-age controllers look as hot and up-to-date as the games inside. Your VS. UniSystem® will have the look and feel of a whole new machine – and perform like one, too.

MORE POWER



The new PlayChoice Kit™ fits right into your Nintendo VS. UniSystem® giving you the power to pull in more profits than ever. In fact, the new software for the PlayChoice Kit™ is twice as powerful. So the graphics have more grab. The colors have more pop. Punches have more pow. And players have more long-playing fun and games.

ACTION PLAN

Get the inside story on the hottest new idea in coin-op straight from the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. at (206) 882-2040. The Nintendo PlayChoice Kit.™ It's more power to you.

[1] ™Tradewest, Inc., [2] ™ Konami, Inc., [3] ™ & © 1987 Atari Games Corp., ©1986, 1987 Namco, [4] ® © 1985 Atari Games Corp., [5] © 1987 Square Co., Ltd., [6] © 1984 Irem Corp., [7] © 1987 Rare, Ltd., [8] ™ Konami, Inc. All titles are subject to location testing.

PlayChoice
Nintendo
TM
PlayChoice
Nintendo
ENJOY SEVERAL GAMES WHILE TIME REMAINS!

PlayChoice

A HOT NEW KIT GOOD FOR COLD CASH

- Players want more choices. The PlayChoice Kit™ comes with a choice of 5 or 10 games.
- Players want the hottest titles. The PlayChoice Kit™ has the winners.
- Players want the latest games. The PlayChoice Kit™ lets you keep current with new titles.
- Players want excitement. The PlayChoice Kit™ makes your VS. UniSystem® look as hot as it plays.

Nintendo®

The Systems Company

© 1988 Nintendo of America Inc.

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052

doesn't want to do it if the operator doesn't want it.

Adjustments also have to be made in coin sorting equipment—another expense.

Our neighbors in Canada report mixed reviews on their dollar coin, affectionately termed the ''Loonie.'' The image of Queen Elizabeth appears on one side of the coin and the Canadian Loon is on the other. The Canadians will stop printing their one dollar bills on June 30 this year.

One Canadian amusement company that has had experience with the new dollar coins and changing coin acceptors and counters is Ralph's Automatic Coin Machine Service Co. in Burnaby, B.C. Owner Ann Winfield and and her husband, Ralph, have been in business for 22 years. They operate over 3,000 pieces of equipment.

> *''Replenishing bill changers is time-consuming, reconciling takes time, and the numbers are never over, always under.''*

''We're in favor of our dollar coin 100 percent,'' said Winfield. ''We have used them on quite a number of upright games and sit-downs. Pricing is one game for 50 cents or three games for $1. Big sit-downs go for $1 per game. It's a lot easier parting with one coin than four quarters. It's all psychological.''

Public acceptance generally has not been that quick, she noted, because the coins are heavier than paper bills and are basically used like quarters.

It has cost her company quite a bit to change over for the ''Loonie.'' ''We're gradually changing to all electronic coin mechs,'' she said. ''We had hoped the coin would come through because paper dollars generally are not accepted for games. And it's been great for vending.'' Vending prices are lower in the United States than in Canada where cigarettes vend for $3-$3.50 per pack.

Winfield added, ''The 'Loonie' has been good for our business. It has cost us some money, but we'll regain it in the long run.''

The future

Prices are constantly escalating. For the vending industry in particular, the unit price of candy and soft drinks is gradually approaching the $1 mark. That makes it even more sensible to have a coin that fits the soon-to-be average vend price in the United States. A dollar coin could open the field in vending for other items priced at $2 or more. Why limit items that can be vended? Without a dollar coin, the $5 bill will be used more often and could deplete the supply of quarters in bill acceptors.

Any change on a big scale comes slowly. The public has been used to the present coinage system and will be reluctant to make changes until they realize the benefits. ''Congress doesn't act in a vacuum'' noted Benfield. ''Members go around to see what the people want. In January 1988 we had seven trade associations in our corner and now we have 18.''

And what of the new administration in Washington? ''There's been a change in leadership in the House and Senate Banking Committees,'' said Benfield, ''and we have yet to determine their sentiments about coinage issues. Also, the Savings & Loan crisis is a high priority in the banking committees and we will have to go through those committees as well.''

It's certain that the new coin will not receive support if it is determined that any special interest groups will benefit from the bill's passage. The best avenue is to promote the benefits to the common man—benefits such as reducing monies spent to refit bus fare acceptors. It sounds staggering, but true, that Chicago, Washington D.C., and Cleveland all recently spent millions to do just that.

In a country consumed with the fast and the quick, and desirous of no increased taxes, it's hard to imagine lack of support for the dollar coin. John Q. Public has money on the line here, even though it is not readily apparent. Saving government money means saving his money.

The Coin Coalition has compiled some amazing statistics that should help convert the most adamant supporter of the old $1 bill. For example, taxpayers could save over $120 million each year if a coin replaced the Washington dollar bill. A coin does cost slightly more to mint (3.5 cents each) than a bill does to print (2.6 cents each), but its much longer life more than makes up for it.

We've outgrown our monetary system and the change is inevitable. Prices won't revert back to the '50s, where kids purchased a candy bar for five or 10 cents. Go to any movie today with your family and it will cost more to buy snacks in the theater than it costs to see the film. Ten years down the road prices will be even higher. There's no going back, only forward. And the future holds a large denomination coin for the United States. If we can get over this hurdle, can the $5 coin be far behind?

No Time
To Lose —

Phone It In!
**PLAY METER
Classifieds**
(504) 488-7003
Ask for Ron
Charge it on
VISA or MasterCard

ASK THE OPERATOR

Question:

Do you think there are more good pinball games than the market can absorb?

George Kane
Kane Amusement Inc.
Hattiesburg, Miss.

The main problem isn't the quantity of good ones available; there's too many of them out there. Pinball has reached a saturation point. For me, the pinball market is real soft.

Only three or four pins are making any money, and they're simple to play. The majority of players in my area aren't experts. They want entertainment for their quarter, not a fancy playfield. There are different levels of skill in different areas. Some like the challenge aspects of a pin, where others just want to be entertained.

A lot of manufacturers are trying to come up with the newest and the latest, but by doing that they tend to overlook the simplicity factor in a pinball game. If operators are making money on and older, simpler pin, why buy a new one? And you can still make money on the older pins.

Jane Adkins
Take Ten Corp.
Charlotte, N.C.

No. Right now, I'm not sure the market can handle pinball with any significance. We're in arcades, and our pinball business is down. The newer pins are doing good, like *Taxi* and *Banzai Run*, but that's in conjunction with novelty pieces.

Our analysis shows that these are doing good, but only because they're drawing the novelty players. Last year, we averaged six pins per location; that's down to two or three this year. Those that are gone have been replaced with novelties like cranes, knockdowns, and bowlers. So we've kept the players; they've just shifted from pins to novelty.

Lloyd Jester
Sportland
Ocean City, Md.

I think that there are a number of good pins out on the market, but for me, they don't make the money that they used to. There's too much time involved in playing a pinball game; video games are faster. Players can play two video games in the time it takes to play one pin.

Instead of coming out with a new one every three months or so, the manufacturers ought to spend more time making a quality pin like *Cyclone*. We need more quality games; there's enough quantity. But like I said, my pinballs aren't making it. I only have 10 or 12 of them out of 260 total pieces of equipment.

Steve Epstein
The Broadway Arcade
New York City, N.Y.

No, not right now. Operators could make money on the older pins because there weren't as many good new ones to replace them with. But since the AMOA show there have been some nice ones added to the market.

You've got pins like *Taxi, Time Machine, Bad Girls* and *Truck Stop* coming in, so operators can replace their *Pinbot*s and *High Speed*s. We're testing these new ones at our arcade, and so far they're all doing very well.

Tom Mooney
T&T Vending and Games
North Vancouver, Canada

I'm not operating a lot of pins; only five out of the 60 pieces that we run are pins. If an old clunker brings in $80 a week, and a new one $100, it'd be hard to justify spending $3,800 or $4,000 in some cases (in Canada) for a new pin. Only one of mine is earning comparable to a video game.

The only ones worth buying seem to be coming from Williams. But even they have quite a few duds in between the good ones. It's so much easier to put a video game out on location than a pinball game. There's not as many hassles or service calls involved with rotating videos as pins, I find.

RANDY FROMM'S
ARCADE
SCHOOLS

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95

An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

☐ Program #1
☐ Program #2
☐ Program #3
☐ Program #4
☐ Program #5

☐ I am enclosing payment in full.

☐ Please send **C.O.D.**

Please make checks payable to:
Randy Fromm

Name: ____________________ **Address:** ____________________

City: ____________________ **State:** ____________ **Zip:** ____________

Randy Fromm's Arcade Schools • 7960 Culowee Street • La Mesa, California 92041 • (619) 697-4035

There's no business like show business

by Louis Boasberg

The Old Testament says, ''Seest thou a man diligent in his business? He shall stand before Kings.'' If this is true, then Ira Bettelman stands before all those who stand before kings! Never have we found a more dedicated person in the coin-machine business. I have seen many people in love with the coin-machine business, including this writer in his early years, but never have I seen any person who loves the business more than Ira. He gives it his mental and physical efforts to the limits of his endurance.

Ira Bettelman is a noble son of a noble father. His dad, Al, was a lovable, wonderful person who tried to please any and everyone—and succeeded! No doubt Al's oldest son Ira has many sources of fun and escape other than business but Ira's main purpose in life is dedicated to the proposition that C.A. Robinson be the most successful in the world. And you better believe that no one in the industry works any harder to make this proposition come true than Ira Bettelman.

Ira Bettelman

Every time I call Ira on the phone at 8:30 central standard time, my secretary reminds me that it's only 6:30 in the morning on the West Coast. And I have to remind her that we are not calling ordinary West Coast personnel but Mr. Bettelman, who has probably been at his desk for over a half hour. Ira is at C.A. Robinson every morning while the rest of the West Coast coin-machine industry is sleeping soundly. He spends a full day in his glass enclosed office overlooking the showroom and the glass enclosed offices of the other executives in the firm. And Sandy, the very efficient junior executive will tell you ''Big Brother'' is watching all the time.

Whether you know it or not, Ira has degrees from both U.C.L.A. and the University of Southern California. I must admit that degrees in psychology, teaching, and other deep scholarly attainments have certainly prepared Ira well for the coin-machine business. But remember, he had Al, Hank (Tronic), and many others as mentors, to say nothing of that wonderful gal, his mother Leah.

Ira spends a full day at the office every day except Tuesday and Friday, when he catches a 6:00 a.m. plane to San Francisco to personally supervise that branch office. And if you wonder how anyone can run a business being there only two days a week, remember that Ira's two days are equal to any other's six or seven day work-week.

When I went to Los Angeles, Ira took me to see two or three arcades. When we walked in his eyes would light up with happiness and eager anticipation, like the little boy in the toy store. There are some people in the industry that would say Ira is too tough, too relentless, and too cold. But there is no one in the industry who deep down in their heart does not secretly admire Ira and wish they had his dedication and love for his work.

What our industry needs is more and more Ira Bettelmans and less executives and sales personnel whose idea of more dedicated work is to cut down from three-hour, three-martini lunches, to two-hour, two-martini lunches!

I think it is most suitable to close this profile of a person who really exemplifies Fannie A. Matthews' wonderful words of advise from ''The Silent Partner: ''If you are poor . . . WORK; If you are rich . . . WORK; If you are burdened with seemingly unfair responsibilities . . . WORK; If you are happy . . . keep right on WORKING, idleness gives room for doubts and fears; If disappointments come . . . WORK; If sorrow threatens you and loved ones seem untrue . . . WORK; If health is threatened . . . WORK; When faith falters and reason fails . . . WORK; Work as if your life is in peril—it really is; Whatever happens . . . WORK; WORK faithfully; WORK with faith; WORK is the greatest material remedy available; WORK will cure both mental and physical afflictions.'' ☐

WE CAN PICK YOU A WINNER.

C.A. ROBINSON & CO., INC.

See all the new equipment at our springs product shows!

San Francisco . . . Wednesday, March 1
180 Utah Avenue
So. San Francisco, CA 94080
Fax: 415-588-8538

(415) 871-4280

Los Angeles . . . Friday, March 3
2891 W. Pico Boulevard
Los Angeles, CA 90006
Fax: 213-735-7322

(213) 735-3001

REPRESENTING:

Arachnid • Arcadia • Ardac • Atari • Automatic Products • Bally • Choice Vend • Coinco • Data East Video • Dynamo • Exidy • Fabtek • Fixtur-World • Grand Products • Jaleco • Konami • Leland • Litton Microwave • Mars • Nintendo • NSM-Lions • Premier • RMI • Romstar • Sega • SNK • Sunsoft • Taito • Technos • Tecmo • USI • Valley • Wedges/Ledges • Williams

No Gimmick Memory

ere you are at the ACME, the perfect place for meeting people whose names you *should* remember. You don't. You will probably try to get by with a smile and ''hello, nice to see you.'' It will work until the inevitable happens: a co-worker joins you and both wait for an introduction. Let's face it, it can be pretty embarassing.

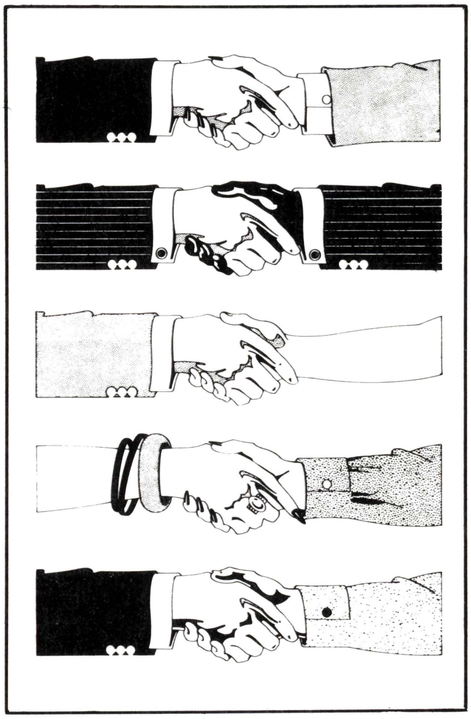
Many times the person you see is one you talk with over the phone, sometimes daily. But you don't actually see that person very often. And when you do, it's most likely at a trade show, maybe a year later. It's not surprising that names and faces do not click in your mind as they should.

Another problem at trade shows like ACME is that most of the time everyone is wearing a badge. Now that's certainly not a problem in itself. In fact, it's great to be able to see names. It's not hard to discretely steal a peek at their badge while you are talking. Unfortunately, the problem is that having a badge to fall back on gives us little incentive to etch the name in our brain for a later meeting. How many times have you grasped someone's hand, glanced at the badge, and said, ''Joe, I'm so glad to see you again'' only to find out later that ''Joe'' didn't show up; so your good buddy ''Chuck'' was wearing his badge.

And as if it's not bad enough trying to talk and sneak that peek at the badge, you're bound to run into people you've talked to during the day and, guess what, NO ONE IS WEARING BADGES!! That's when you realize that you haven't memorized names.

It's happened to all of us. But your memory is not failing you, you are failing your memory. You're not using the time-honored techniques for remembering names.

In business conversations, most people's favorite word is their name. If your memory has been on cruise control when it should have been on, a few simple strategies will make a world of difference to your ability to remember names and other information.



Practice these techniques while you're in Reno at the ACME show, then try them again in Las Vegas at the AMOA show in September!

Look and listen

Often, when you're meeting someone, you're looking anywhere but at his face. If a third person is introducing you, you're normally looking at the person doing the introductions. If someone comes up to you at a booth, you may be assembling papers or picking up brochures; if you meet someone at a party, your attention may be inside your own head, focused on how you look. Since memory is highly associative (one thing links with another), looking at the person when you are first meeting will help you link the sound of the name with the face. Then, when you see him later, you'll be more likely to remember the name.

Hear clearly

Often, especially at trade shows, introductions are rushed and names are mumbled or slurred. If this happens, ask the person you are meeting to repeat his name. If you hear only a mumble, that's what you'll remember. If you realize several minutes into a discussion that you didn't catch the name, or have forgotten it, ask for it again. You can't memorize what you didn't know in the first place, and memory doesn't always work perfectly on the first try.

Silently repeat the name

Silent repetition increases your chances of remembering a name by 30 percent. If you still remember poems you recited in grade school until they were memorized, you've got proof that repetition works. In fact, while something seen or heard once is at least two-thirds forgotten by the end of the day, something repeated once a day for eight days in a row is generally remembered for months.

If you meet someone with an unusual name, ask how to spell it and then spell it silently to yourself. We'll often take a mental snapshot of a person's name without realizing it because visual information is normally easier to remember than auditory information. When you meet a Joe or Mary your mind ''sees'' ''Joe'' or ''Mary'' because you are familiar with those names. However, when you meet someone named ''Tanzeem'' your mind hears that the sound is different and takes no snapshot. What you later remember is not the name, but that the name was ''different.'' Or, if someone has a name with a tricky spelling, such as ''Sean'' (Shawn), your mind often retains only the information that the name was spelled differently.

You can help remember difficult names visually by spelling them. Once you've seen Tanzeem's name in English letters, it becomes easier to remember.

Even if the sound of the name vanishes from your memory, the spelling remains.

Say the name early

When you meet someone you probably say ''hello'', then give your own name. If instead you say ''hello, Joe, I'm Valerie,'' you'll increase your chances of remembering the name by 50 percent. Out-loud repetition is even more effective than silent repetition because you're actively and vividly working your memory.

Use the name often

The more you say the name while you're talking to the person, the greater the chances of remembering it later. Once you've tried this, you'll notice that there are many opportunities to use anyone's name in conversation without sounding awkward.

Use the name when leaving

If you use the name one last time as you are parting company, you'll likely capture the name to memory.

Challenge and exercise

While your memory isn't a muscle, it benefits from exercise. In fact, with memory, you need to use it or lose it. If you've met a series of people during the day, when you have time later, try to remember as many names as you can. This memory work-out not only increases your retention of the names you've just heard, but it also increases your retention of anything you hear soon afterwards. Your memory is out of cruise control.

Motivate your memory

If you have teenagers, you know that they forget to do things you ask, but can remember the names of everyone in their favorite singing group or the batting average of every player on their favorite team. We remember what we want to remember. The more attention you focus on what's happening around you, the more you'll notice and remember.

Give memory a chance

When you meet someone you haven't seen in a while, give your memory a chance to come up with the name. Often, we expect our memories to be instant. When we first see the person, we expect the name to immediately flash across our minds. Since so much information is stored in our memories, it takes several seconds to process our many associations and come up with the right name. If you expect instant rememberence and don't get it, the anxiety will form a sure-fire memory blocker.

Relax and try to remember the circumstances where you met before. Associate events and soon your memory will find the name. If you need to, you can buy a little time by clearing your throat, adjusting your glasses or tie, or taking a deep breath.

Avoid overload

If you've ever started on one errand and gotten distracted by something else, you may have forgotten the original errand. That's not memory loss, that's to be expected. If you meet a person and

ADVERTISEMENT

The Power to Perform: Sometimes Slow and Steady Wins The Race

It's the yardstick of successes. The measure of player appeal. The index of game obsolescenes. It's what the bottom-line is all about — game earnings.

For most dedicated video games, the profit cycle takes on a familiar pattern. A sustained period of high activity and eye-popping earnings is followed by a gradual downturn with rarely a chance at recovery. The game has run its course, done its job and is waiting for new life elsewhere, most likely in the form of the latest conversion kit. But at what real cost to the operator?

While the freshness and appeal of dedicated games will never be replaced, their role in an operator's overall profit picture can be augmented with games that go the distance. Games that earn steadily over the long haul without peaks and valleys in performances.

At Barberio Music Company, operator Ernie Barberio is using a system that works with rather than against the changing nature of player interests and game appeal with Nintendo's PlayChoice-10.

As part of the equipment mix offered at the company's twenty-five locations in the greater San Antonio area, PlayChoice units are providing consistent weekly collections averaging $95.

While that figure won't turn many heads, it is important for its reliability and long-term profitability. Factors that can have a major impact on overall return on investment.

''Our PlayChoice units are up against a lot of other competitive forces in a location,'' Barberio said. ''But, they have consistently held their own very well.''

Part of that success story is attributable to Barberio's ability to stay in touch with the game play activity on the system. Games are rotated and updated every four to five months, earlier if the need is indicated, to keep collections consistent.

''We've also targeted PlayChoice as the best choice in locations where the amount of rentable floor space is limited as in the military clubs we services. It's simply in our best interests to go in with the best machines possible and that includes a PlayChoice-10,'' Barberio added.

For Barberio and other operators committed to the PlayChoice System's long-term earnings power, sometimes slow and steady wins the race for profitability after all.

Earnings for the long haul with PlayChoice-10 are part of Ernie Barberio's business philosophy.

©1989 Nintendo of America Inc. ™ ® are trademarks of Nintendo of America Inc.

1-800-343-9990
That's all the PLUSH you need to know!
WE ACCEPT VISA AND AMERICAN EXPRESS

then get distracted, first capture the name by thinking about it. Then, you're likely to retain the name even though you go on to other information.

A name is valuable

We instinctively prioritize what we will remember and what we don't want to remember. Since names are one of a person's most treasured possessions, treat his name like it's valuable.

Now that you are going to be experts in remembering all the names of people you will be meeting, don't forget to help others remember your name. If you join several people in a group, don't just wait for introductions. The one who should introduce you may not know everyone's names, so take the initiative. Tell them your name and they, in turn, will tell you theirs. This helps anyone who has forgotten names of others in the group.

If you see someone you haven't seen in a while, go ahead and tell them your name even if you are sure he'll remember it. That way, even if he did forget your name, he can say, "Oh, sure, Valerie, I remember you." It puts him at ease because he isn't scrambling to remember your name.

Another thing that may help is to admit right off the bat that you have a terrible memory for names. Ironically, once you confess your weakness with names to someone, you'll probably never forget that person's name.

However, you may never again have to confess to being weak in remembering names if you follow the rules set down here. I think we'll have a lot more people remembering a lot more names at trade shows! ☐

Valerie Cognevich and Lynne Curry-Swann

TELL 'EM
YOU READ IT
IN THE 'METER

LEADING THE INDUSTRY...
PROVIDING OUR CUSTOMERS WITH...
*STEADY PROFITS
*WIDE PLAYER AGE APPEAL
*LONG-LONG PRODUCT LIFE
*MINIMAL MAINTENANCE
*COIN-OPERATED
REMOTE CONTROL CARS-BOATS-SPLASH GUNS
ALTER ENTERPRISES
25 DWIGHT PLACE
FAIRFIELD, N.J. 07006
(201) 882-9866
SEE US AT ACME '89 in RENO-BOOTH 621
AND AT THE I.I.S.F. EXTRAVAGANZA

FRONT ROWE VIEW
OF THE FUTURE.

COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.
CENTRAL
DISTRIBUTING COMPANY
3814 FARNAM STREET
OMAHA, NEBRASKA 68131
(402) 553-5300

Betson Enterprises

The leading source for cranes and redemption merchandisers invites your inquiries.

Big Choice Cranes...

the standard of the industry with microprocessor electronics and the original Belgian claw. Available in 1, 2, or 3 player

- Quality construction
- Available in button or joystick models
- Electronic sounds
- Attract mode
- Credit/Timer display and much, much more.

Also, Betson's latest hits:

The Mating Game

- Cabaret styling
- Computer capability machine

LOTTO FUN

- High earning redemption game with ticket dispenser

ACTION CLAW

ACTION CLAW... same Belgian claw in a plywood cabinet. Available with optional factory installed gumball or ticket dispensers.

- Simple two way operation
- Large prize capacity
- Separate locked metal cashbox

And a big hit with children of all ages

SCOTTIE the MONKEY

our bulk egg vendor

- Microprocessor - voice & animation
- Large capacity hopper

Don't miss out on the big collections available with cranes and other redemption games.

For information call today 1-201-440-2200.

Ask for John Margold or Roy Werts in Redemption sales.

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
6 EMPIRE BLVD., MOONACHIE, NJ 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343
FAX (201) 440-4463

BETSON

THE "ANGLE SYSTEM"

BUY DIRECT

1-800-228-8974

Formica Cabinet

SUPER SPECIAL

4 ANGLE 19" CABINETS - $2,795.00

3 ANGLE 25" CABINETS - $2,795.00

Limit (1) Special per customer

Formica Cabinet Price List

ANGLE 19"	REGULAR PRICE	ANGLE 25"	REGULAR PRICE
1 - 49	795.00	1 - 49	1045.00
50 - 99	745.00	50 - 99	995.00
100 +	695.00	100 +	945.00

Volume discounts are based on purchases made in one year.

PLATEAU INCORPORATED

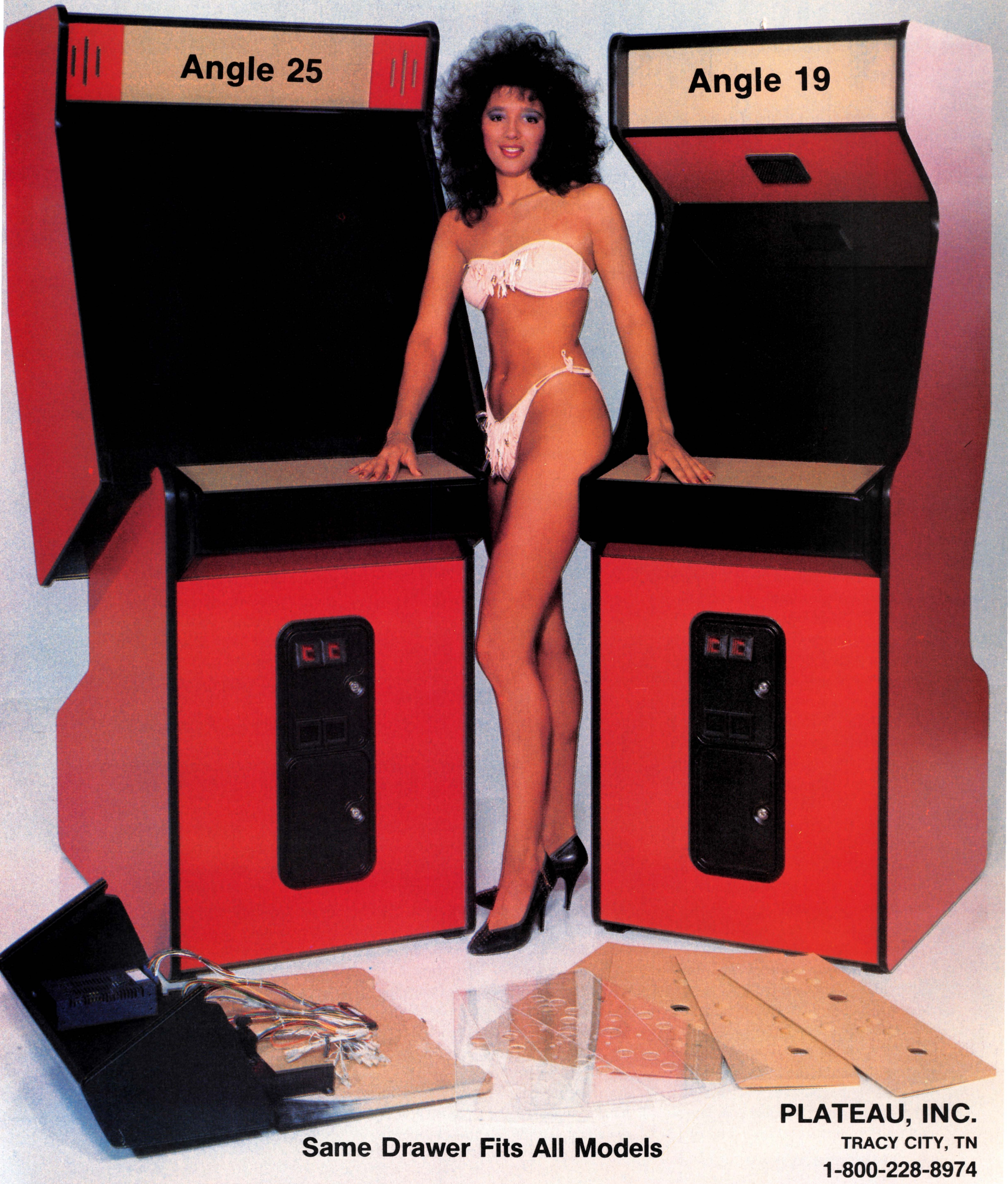
1 Plateau Lane

Tracy City, Tennessee 37387

"INNOVATORS . . . NOT IMITATORS!"

THE ANGLE SYSTEM

"Innovators, Not Imitators"


Angle 25
Angle 19

Same Drawer Fits All Models

PLATEAU, INC.
TRACY CITY, TN
1-800-228-8974

EQUIPMENT PREVIEW

Wait ‘til you see what’s new

by Valerie Cognevich

A walk through the exhibits will reveal the latest games. With notepad in hand, operators will be scrutinizing each piece, hoping to find some outstanding games to revitalize their routes. We've been hearing the usual comments that we're in a "soft" market, which is a subtle way of saying that no one's buying too much right now.

However, the market may be soft because there haven't been many games really worth investing in. But that just may change. Some manufacturers are very secretive about what they'll be showing and that's a good sign. At the AMOA last year, there were very few new games. It was a disappointing show from an equipment aspect.

The ATE show in England was just a month ago, so some may have seen the latest introductions there, but for most this ACME show will be the first opportunity to examine the newest games. If manufacturers show some good kits then cabinets should be in demand. There are several companies showing some type of cabinet or system, so seek them out if kits are your focus.

Leland tops the list of must-see games. The industry is buzzing with excitement over Leland's new Ivan "Ironman" Stewart's *Super Off Road*. It will be surprising if this game is not named one of, if not THE, hit of the show. Leland, one of the only American manufacturers in our industry, has been on a winning streak with *Quarterback* and *Team Quarterback*. Not many companies are able to introduce winning games back-to-back, but Leland seems to have the formula.

Super Off Road is a package of new technology combined with player appeal. In his quest for adventure, man invented off-road racing. Leland is bringing the popular sport to video game players. One to three players test their dirt track skills against the best dirt truck driver in the world. Players compete on eight different tracks with a total of 16 configurations packed with jumps, bumps, hills, and holes. Winning "cash" sends drivers to the "Speed Shop" for betters shocks, tires, engines, and even nitro packs.

Atari is also introducing a revolutionary concept in driving games with *Hard Drivin'*, and it too will top the hit-of-the-show list. The game is an authentic driving simulator, which is the result of three years of research and development. The game has been designed to simulate a real car. The player is viewing the world as though he was looking through the windshield of a car. The player is challenged by a thrilling stunt course, jumping bridges, negotiating high-speed bank turns, and driving a 360-degree vertical loop.

> *At the AMOA last year, there were very few new games. It was a disappointing show from an equipment aspect.*

The 3-D look and realistic feel of the game should attract players of all ages. The game is equipped with center-wheel steering with continuous-force feedback, adjustable swivel seat, gas, break, clutch pedals, four-speed stick shift, and a 25-inch medium resolution monitor.

The game will also feature a hefty price tag. But for smaller budgets, Atari will feature a kit for both arcades and street locations called *Tetris*, first shown at ATE. If you are looking for something drastically different from shoot 'em-ups, this is the one for you. It's a universal horizontal kit the company describes as "a puzzle in motion." One or two players begin by looking for the random shape to appear on the screen. There are seven from which to choose. After the shape appears at the top of the screen it begins to descend downward. The object is to fit the block pieces together to build solid, horizontal rows before the pieces land. The original concept was designed and developed by two Soviet programmers. It has appeared successfully as computer software.

Following its phenomenal success with *Operation Wolf*, Taito is hoping to have another hit with *Operation Thunderbolt*, a two-player gun game featuring two guns. One important thing worth mentioning is the cabinet. The company is fully aware of the inherent problems with its previous cabinet, so this one is all plywood with vinyl sides perfect for screening. Taito says that the game has had excellent earnings on location.

Taito will also show *Superman*, a kit it introduced in December. The player is the "man of steel" fighting deadly enemies and crafty characters. *Chase H.Q.*, the number one game at AMOA in November, is still garnering a fair share of attention and will be on display at ACME. Although plans are not finalized, the company has hinted that it may show a new golf game called *U.S. Classic*.

SNK is bringing a familiar name to the screen with *Ikari III-The Rescue*. In the game, the presidential candidate's child has been kidnapped and the Ikari Warriors must rescue him. The game will be offered only as dedicated with a choice of 19- or 25-inch monitors. It features separate coinage for each player and a buy-in feature.

Mechanized Attack is the second offering from SNK. The game is not 100 percent complete and will be shown in prototype form. It is a two-player, double-gun game challenging players to get the main computer controls.

SNK will show a kit called *Prehistoric Isle*, which has a self-explanatory theme. Players begin in a plane traveling over the Bermuda Triangle. The plane ends up back in prehistoric days battling monsters. This is a two-player kit and sounds like it might be fun, especially if the price is right for operators.

Data East has licensed *Apache 3* from Tatsumi, the Japanese company that gave it *Speed Buggy* and *Lock On*. Although the game was shown at AMOA as a simulator, Data East has decided to offer the game as an upright. In the game, three leaders of allied powers are kidnapped by terrorists. The player must steal into the fortress and rescue them by battling various enemies.

Data East will also show its hit game *RoboCop* with a twist: it will now be available as a kit.

Konami, a company that has produced several money-making kits and dedicated games for operators, will exhibit *Final Round* and *ThunderCross* once again. First shown at AMOA, the two games are now being shipped.

In addition, Konami will show two new kits and a dedicated game. The two kits sound impressive, and company representatives said they are looking for good things from both. The first, *M.I.A.*, has a theme similar to the popular movie starring Chuck Norris. The player must infiltrate the prisoner-of-war camp by fighting his way through the jungle while avoiding land mines. He then must release the prisoners after fighting a fierce battle with the guards. Then the player must bring them out of the jungle to the safety of the helicopter. The second game, *Vice Squad*, is a shoot 'em, punch 'em, and kill 'em game brand new from Japan. There are several stages and lots of bad guys to challenge players.

Konami's dedicated game, *Bottom of the Ninth*, is, of course, a baseball-theme game. It has superb graphics, head-to-head combat for players, and fluid motion. A big plus for the game is that it will be available right at baseball season.

Romstar will be showing a game licensed from Data East Japan called *Bloody Wolf*. It is a two-player, interactive commando-theme game for horizontal monitors. Romstar will offer the game as dedicated first and then as a kit sometime later. A company spokesman pointed out that there are not a lot of horizontal format cabinets for converting games; therefore, offering it as a dedicated game will enable operators to get it out on location quicker.

Although plans were not final at press time, Romstar's president, Mr. Takahito Yasuki, was making a trip to Japan, possibly to bring back a new game. What the trip could mean is a winning game in Romstar's. The last time Mr. Yasuki went over to Japan, he came back with Romstar's hit game *1942*. Get over to the Romstar booth to see what Mr. Yasuki came back with this time.

Arcadia showed a fantastic game, *Magic Johnson's Fast Break*, at AMOA, but was not able to ship it as soon as the company would have liked. Arcadia will show a final version of that game plus a *Super Select* kit. It will be an inexpensive kit to convert any standard horizontal cabinet. This should be attractive to operators looking toward systems.

> *The industry is buzzing with excitement over Leland's new Ivan ''Ironman'' Stewart's Super Off Road.*

Frank Ballouz surprised the industry when he began his own company, Fabtek. His first game was OK, but the second was one of the best operators had seen in a long time. *Cabal* will again adorn the Fabtek booth along with Fabtek's newest game, *Dynamite Duke*. This is an action military theme in which the player uses weapons or hand-to-hand combat to fight the enemy. Good luck to this newcomer company.

Jaleco, another newcomer with experienced industry veterans at the helm, is introducing a new cabinet that is smaller and more durable than most. The cabinet has been designed with more emphasis on stress points for fewer problems. *Arm Champ* will be shown again, and the company may show its latest *Counter Force*, although plans weren't finalized at press time.

Bally/Midway is introducing a new video game kit. *Truxton* is a vertical kit licensed from Taito, featuring easy-to-install JAMMA-approved wiring harness and full-color header and side cabinet art. Fighter pilots and deadly galactic enemies battle it out on the screen. The player controls the action with an eight-way joystick. It has been a top game in Japan for several weeks.

Nintendo will have its countertop *Play Choice*, first shown at AMOA. It is now being shipped. The company will also have an array of software for the upright and countertop.

Pinball

Pinball games continue to hold a viable position in the industry. Williams has dominated the pinball market, but the others are sure to show healthy competition.

Williams will be showing its latest pinball, *Jokerz*, that brings to life classic card game fun. It has eye-catching graphics, original sounds, and dazzling special effects. The game has the player appeal that has come to be expected from Williams.

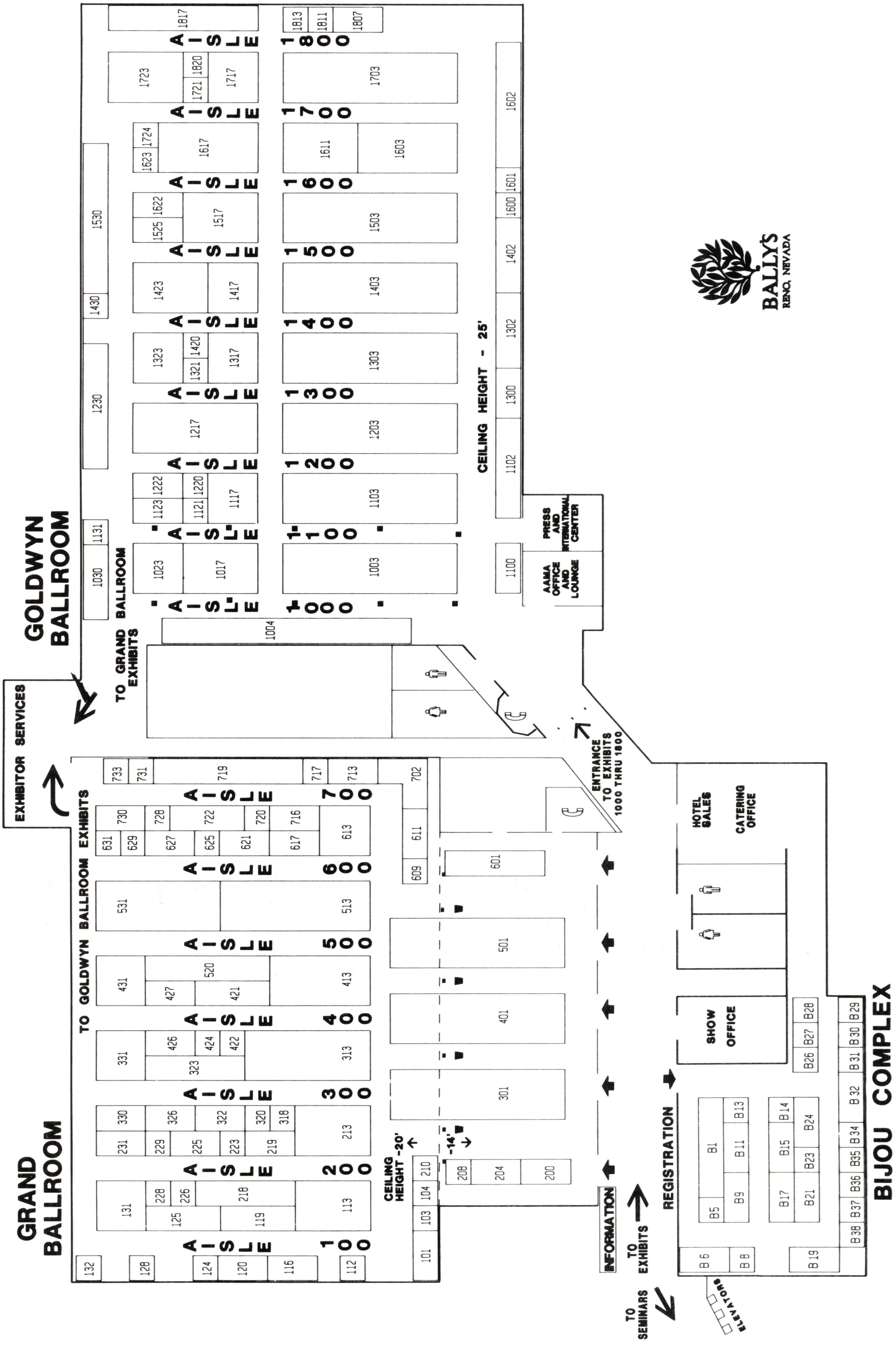
Bally, Williams' sister company, will show a new pinball game, *Atlantis*.

Data East Pinball will return with *Time Machine*, the pin it showed at AMOA. With attractive graphics taking us from the 50s to the 80s, the game has some fun features geared to players of all ages. Stop by Data East and take another look at this classic.

Premier, the company that is now producing the famous Gottlieb pinballs, was not about to reveal what it would be displaying at ACME. Of course, the mystery is soon to be discovered, so get over to Premier to see its latest.

Although we focused on video and pin for this mini preview of what to expect at the show, don't forget to check out all the novelty games, computer software packages, parts companies, and all the other companies displaying their wares. The games will be on display at distributor showrooms soon after the show, but there are many, many things to see at the show that won't be as easy to see afterward. There are over 140 exhibitors with plenty to see. A good way to start is to walk the floor and make notes on which booths you would like to visit. That way you will make sure to have enough time to gather the information you want to take home.

We've been hearing the usual comments that we're in a ''soft'' market, which is a subtle way of saying that no one's buying too much right now. ☐


GRAND BALLROOM
GOLDWYN BALLROOM
BIJOU COMPLEX
TO GOLDWYN BALLROOM EXHIBITS
TO GRAND BALLROOM EXHIBITS
EXHIBITOR SERVICES
ENTRANCE TO EXHIBITS 1000 THRU 1800
AAMA OFFICE AND LOUNGE
PRESS AND INTERNATIONAL CENTER
CEILING HEIGHT - 25'
CEILING HEIGHT -20'
-14'
HOTEL SALES
CATERING OFFICE
SHOW OFFICE
REGISTRATION
INFORMATION
TO EXHIBITS
TO SEMINARS
ELEVATORS
BALLY'S
RENO, NEVADA
AISLE 100
AISLE 200
AISLE 300
AISLE 400
AISLE 500
AISLE 600
AISLE 700
AISLE 1000
AISLE 1100
AISLE 1200
AISLE 1300
AISLE 1400
AISLE 1500
AISLE 1600
AISLE 1700
AISLE 1800
132
128
124
120
116
112
131
125
228
226
218
119
113
231
330
229
326
225
322
223
320
219
318
213
331
426
424
422
323
313
431
427
520
421
413
531
513
631
629
730
728
627
722
625
621
720
617
716
613
733
731
719
717
713
702
611
609
601
501
401
301
208
204
200
210
104
103
101
1030
1131
1023
1017
1123
1222
1121
1220
1117
1003
1103
1004
1100
1102
1217
1203
1230
1300
1323
1321
1420
1317
1303
1302
1430
1423
1417
1403
1402
1525
1622
1517
1503
1600
1601
1530
1623
1724
1617
1611
1603
1602
1723
1721
1820
1717
1703
1817
1813
1811
1807
B1
B5
B6
B8
B9
B11
B13
B14
B15
B17
B19
B21
B23
B24
B26
B27
B28
B29
B30
B31
B32
B34
B35
B36
B37
B38

EXHIBITOR LIST

A-1 PRODUCTS	629
ACE NOVELTY COMPANY INC.	B1
ACME PREMIUM SUPPLY CORP.	1222
ADASTRA INC.	431
ADVANCED GRAPHIC DESIGNS	1600
ALLSTAR MUSIC INC. (THE SILENT PARTNER)	124
ALTEC MANUFACTURING INC.	B11
ALTER ENTERPRISES	621
AMAZING GAMES CORP.	B32
AMERICAN SHUFFLEBOARD CO. INC.	219
AMERICAN TECHNOS INC.	1423
THE AMUSEMENT EQUIPMENT EXCHANGE	B6
ARACHNID INC.	1517
ARCADIA SYSTEMS INC.	722
ARDAC INC.	B14
ATARI GAMES CORP.	401
BATON LOCK CO./BATON SECURITY SALES	103
BEAN INDUSTRIES INC.	1220
R.H. BELAM CO. INC.	228
BETSON ENTERPRISES	1317
BOB'S SPACE RACERS INC.	NA
BONITA MARIE INTNATL.	101
DAN BRECHNER & CO. INC.	719
CALIFORNIA COIN MACHINE ASSN.	1813
CANADIAN COIN BOX MAGAZINE	1321
CAPCOM U.S.A. INC.	1503
CARSON CITY PARLOUR INC.	1023
COAST TO COAST AMUSEMENT	1820
COASTAL AMUSEMENT DISTRIBUTORS	520
COIN ACCEPTORS INC.	609
COIN CONCEPTS INC.	1723
COIN CONTROLS INC.	422
COIN MECHANISMS INC.	112
CUMMINS-ALLISON CORP.	226
DART WORLD INC.	1123
DATA EAST USA INC.	301
DELTRONIC LABS INC.	1121
DESIGN PLUS INDUSTRIES	1430
DEUTSCHE WURLITZER GMBH	1717
DOYLE & ASSOCIATES INC.	NA
DYNAMO CORPORATION	413
ESD	128
EAGLE LIFT	1625
ELCOTEL INC.	1402
E-SOFT SYSTEMS	1724
EXIDY INC.	331
FABTEK INC.	1117
FREY & FREY ENTERPRISES LTD.	426
FOXTRONIX BY HTS ELECTRONICS	B13
GAMEMASTERS INC.	1302
GOLDEN YEARS AMUSEMENTS INC.	229
GRAND PRODUCTS INC.	B21
GRAYHOUND ELECTRONICS INC.	113
GREAT LAKES DART DISTRIB. INC.	326
HAPP CONTROLS INC.	1030
HMS MONACO ET CIE LTD.	322
HOLLYWOOD MERCHANDIZERS	213
ITC	717
IMPRESSMENT PLUS INC.	B26
INNOVATIVE CONCEPTS ENTERTAINMENT	1622
INTELLICALL INC.	B37
INTERMARK AMUSEMENTS INC.	1602
J-S SALES CO. INC.	208
JALECO USA INC.	1817
JOHNSTON PRODUCTS	730
JUKE ROCK SYSTEMS INC.	1420
KIDDIE RIDES U.S.A.	200
KONAMI INC.	1203
KRAMER MANUFACTURING CO. INC.	1417
LARAMIE INTERESTS INC.	116
LAZER-TRON	B35
LEISURE ENTERTAINMENT LTD.	119
THE LELAND CORPORATION	1303
LOEWEN-AMERICA INC. (NSM)	1017
MARS ELECTRONICS	1522
MAYONI ENTERPRISES	204
MELTEC	627
MERIT INDUSTRIES INC.	313
MINI PRO GOLF INC.	225
J.R. MINICK & ASSOC. INC.	
MOBILE RECORD SERVICE CO.	631
MOMENTUM MANUFACTURING CORP.	B17
MUNCIE NOVELTY CO. INC.	318
NANCY SALES CO. INC.	617
NATIONAL TICKET CO.	625
NEW ENGLAND APPLE PRODUCTS	1131
NICHIBUTSU USA CORP.	B19
NINTENDO OF AMERICA, INC.	1003
OWL DARTS INC.	1811
PMI TOYS & NOVELTIES	1530
PENN RAY SUTRA CORP.	B9
PIONEER LASER ENTERTAINMENT INC.	120
PLATEAU INC.	131
PLAY METER MAGAZINE	1100
PLAYFAIR SHUFFLEBOARD CO. INC.	731
PLUSH-4-PLAY	B34
PREMIER TECHNOLOGY	513
PRIZES!	330
PROFITABLE GAMES INC.	B15
RENO GAME SALES	B24
REPLAY MAGAZINE	1601
ROCK-OLA MANUFACTURING CORP.	421
ROGER WILLIAMS MINT	424
ROMSTAR INC.	1603
ROSETTE INC.	125
ROWE INTERNATIONAL INC.	1230
SNK CORP. OF AMERICA	1703
SCAN COIN	716
SEEBURG CORP.	1300
SEGA ENTERPRISES INC. (USA)	1103
SEIDEL AMUSEMENT MACHINE CO. INC.	720
SHARP IMAGE ELECTRONICS INC.	1611
SHOWCASE INC.	231
SKEE-BALL INC.	1004
SMART INDUSTRIES CORP.	1617
SUN CORP. OF AMERICA	611
SUPERIOR TOY & NOVELTY CORP.	427
TAITO AMERICA CORP.	1403
TECMO INC.	1102
TEKBILT INC.	223
TOMMY GATE CORP.	1807
TORNADO TABLE SOCCER INC.	733
TOTAL SECURITY GAME ALARMS	320
TROY M ENTERPRISES INC.	702
UNITED ARTISTS THEATRE AMUSEMENTS	713
U.S. GAMES INC.	NA
VALLEY RECREATION PRODUCTS INC.	613
VARI-TECH CO.(PRODUCTS DIVISION)	531
VENDING SECURITY INC.	132
VENDING TIMES INC.	728
WICO DISTRIBUTION CO.	323
WILDCAT CHEMICAL CO. INC.	1721
WILLIAMS/BALLY MIDWAY	601
WORLD GAMES	1323

ACME '89

Exhibitor List

Please note that most of these companies have more than just the one booth listed. However, the purpose of this list is to help you find the company you are looking for; listing one booth number will make it much easier to read.

A-1 PRODUCTS 629
Route #1, Box 654A
Highway 101
Beaufort, NC
(919) 728-5311

ACE NOVELTY COMPANY INC. B1
3815 S. Ashland
Chicago, IL 60605
(312) 847-2600

ACME PREMIUM SUPPLY CORP. 1222
4100 Forest Park Blvd.
St. Louis, MO 63108
(314) 531-8880

ADASTRA INC. 431
8345 W. 16th Ave.
Lakewood, CO 80215
(303) 231-6262

ADVANCED GRAPHIC DESIGNS 1600
4673 Air Center Circle
Reno, NV 89502
(702) 827-8110

ALLSTAR MUSIC INC. (THE SILENT PARTNER) 124
3441 South Park Ave.
Springfield, IL 62704
(217) 793-3350

ALTEC MANUFACTURING INC. B11
245 Vine St., Suite A
Reno, NV 89503
(702) 323-2900

ALTER ENTERPRISES 621
25 Dwight Place
Fairfield, NJ 07006
(201) 882-9866

AMAZING GAMES CORP. B32
925 N.W. 19th, Suite A
Portland, OR 97209
(503) 222-3103

AMERICAN SHUFFLEBOARD CO. INC. 219
210 Paterson Plank Rd.
Union City, NJ 07087
(201) 865-6633

AMERICAN TECHNOS INC. 1423
10080 N. Wolfe Rd., #SW3-372
Cupertino, CA 95014
(408) 996-1877

THE AMUSEMENT EQUIPMENT EXCHANGE . . . B6
1203 5th Ave.
Rock Island, IL 61201
(309) 788-0135

ARACHNID INC. 1517
6421 Material Ave.
Rockford, IL 61132
(815) 654-0212

ARCADIA SYSTEMS INC. 722
1350 Pear Ave., Suite C
Mountain View, CA 94043
(415) 964-4909

ARDAC INC. B14
34000 Vokes Dr.
Eastlake, OH 44094
(216) 946-3000

ATARI GAMES CORP. 401
675 Sycamore Dr.
Milpitas, CA 95035
(408) 434-3772

BATON LOCK CO./BATON SECURITY SALES . . 103
11521 Salinaz Dr.
Garden Grove, CA 92643
(714) 534-0311

BEAN INDUSTRIES INC. 1220
10545 W. Glenbrook Ct.
Milwaukee, WI 53224
(414) 354-7677

R.H. BELAM CO. INC. 228
530 Hempstead Turnpike
West Hempstead, NY 11552
(516) 292-2670

BETSON ENTERPRISES 1317
6 Empire Blvd.
Moonachie, NJ 07074
(800) 524-2343

BOB'S SPACE RACERS INC. . . . . NA
427 15th St.
Daytona Beach, FL 32017
(904) 677-0761

BONITA MARIE INTNATL. 101
1555 Rt. 37W, Suite 6
Toms River, NJ 08755
(201) 349-1994

ARE YOU READING SOMEONE ELSE'S COPY ?

CALL OUR SUBSCRIPTION LINE 504/488-7003 AND GET YOUR VERY OWN PLAY METER

Yes! I want to receive every issue of **PLAY METER.** Please enter my subscription as shown below:

☐ **Payment enclosed** ☐ **Bill my company** ☐ **Bill me**

United States & Canada: ☐ **1 year $50** ☐ **2 years $90** ☐ **3 years $120**

Foreign: ☐ **1 year $150 (International Money Orders Only)**

Mr. ☐
Ms. ☐ Name

Street

City

State Zip

Charge my ☐ Visa ☐ MasterCard

Card No: Card Expire Date

Signature Date

Title

Company

Check One:
- ☐ Manufacturer
- ☐ Distributor
- ☐ Route Operator
- ☐ Other
- ☐ Arcade Operator
- ☐ Support & Supply
- ☐ Technician

Please Specify

PLAY·METER
MAGAZINE

GOT A...
GRIPE?—
QUESTION?—
OR JUST SOMETHING TO SAY?
SEND IT TO US NOW?

Bull Sheet

Yes, you read it right, it's your turn to sound off and we've made it as easy as possible. Send us your comments and suggestions. Remain anonymous or 'fess up, but let us know what moves you. We'll be waiting to hear from you.

WANT MORE INFO?

DROP THIS CARD IN THE MAIL FOR INFORMATION ON ANY ADVERTISED PRODUCTS OR SERVICES IN

PLAYMETER

ACTION CARD

1	10	19	28	37	46	55	64	73	82	91
2	11	20	29	38	47	56	65	74	83	92
3	12	21	30	39	48	57	66	75	84	93
4	13	22	31	40	49	58	67	76	85	94
5	14	23	32	41	50	59	68	77	86	95
6	15	24	33	42	51	60	69	78	87	96
7	16	25	34	43	52	61	70	79	88	97
8	17	26	35	44	53	62	71	80	89	98
9	18	27	36	45	54	63	72	81	90	99

Use this card to get more information about the products and services advertised or described in this issue.
Circle the corresponding numbers found in the index.

Label ID#

Name

Title

Company

Address

City State Zip

Signature Date

Phone #

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988

ARE YOU READING SOMEONE ELSE'S COPY ?

CALL OUR
SUBSCRIPTION LINE
504/488-7003
AND GET YOUR
VERY OWN
PLAY METER

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988

GOT A . . .
GRIPE?—
QUESTION?—
OR JUST
SOMETHING
TO SAY?
SEND IT TO US
NOW?

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST-CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER

P.O. BOX 24970
NEW ORLEANS, LA 70184-9988

ADVERTISER ACTION CARD

WANT MORE INFO
ON SOMETHING
YOU SAW ADVERTISED?

EXHIBITOR LIST

DAN BRECHNER & CO. INC. 719
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400

CALIFORNIA COIN MACHINE ASSN. 1813
925 L St., Suite 780
Sacramento, CA 95814
(916) 441-5451

CANADIAN COIN BOX MAGAZINE 1321
P.O. Box 187
848 2nd Ave. East
Owen Sound, Ontario, Canada N4K 5P4
(519)376-9680

CAPCOM U.S.A. INC. 1503
1283-C Mt. View/Alviso Road
Sunnyvale, CA 94089
(408) 745-7081

CARSON CITY PARLOUR INC. 1023
8576 Highway 101
Shakopee, MN 55379
(612) 445-4500

COAST TO COAST AMUSEMENT 1820
P.O. Box 7681
Citrus Heights, CA 95610
(916) 722-1147

COASTAL AMUSEMENT DISTRIBUTORS 520
601 Prospect St.
Lakewood, NJ 08701
(201) 681-8900

COIN ACCEPTORS INC. 609
300 Hunter Ave.
St. Louis, MO 63124
(314) 725-0100

COIN CONCEPTS INC. 1723
12 Edgeboro Rd., Unit 4
East Brunswick, NJ 08816
(201) 390-9009

COIN CONTROLS INC. 422
1000A Touhy Ave.
Elk Grove Village, IL 60007
(312) 228-1810

COIN MECHANISMS INC. 112
817 Industrial Dr.
Elmhurst, IL 60126
(312) 279-9150

CUMMINS-ALLISON CORP. 226
891 Feehanville Dr.
Mt. Prospect, IL 60056
(312) 299-9550

DART WORLD INC. 1123
P.O. Box 845
Lynn, MA 01903
(617) 581-6035

DATA EAST USA INC. 301
470 Needles Dr.
San Jose, CA 95112
(408) 286-7080

DELTRONIC LABS INC. 1121
8th & Maple Ave.
Lansdale, PA 19446
(215) 362-9112

DESIGN PLUS INDUSTRIES 1430
737 E. Marietta Ave.
Peoria Heights, IL 61614
(309) 683-9359

DEUTSCHE WURLITZER GMBH 1717
Alter Postweg 408
D-4995 Stemwede 1
West Germany
5745-280

DOYLE & ASSOCIATES INC. . . . . NA
P.O. Drawer 49467
Sarasota, FL 33578-6467
(813) 351-2835

DYNAMO CORPORATION 413
2525 Handley-Ederville
Richland Hills, TX 76118
(817) 589-7699

ESD 128
1401 Dreshertown Rd.
Dresher, PA 19025
(215) 628-0860

EAGLE LIFT 1625
2401 W. Broadway
Council Bluffs, IA 51501
(712) 322-1111

ELCOTEL INC. 1402
6428 Parkland Dr.
Sarasota, FL 34243
(813) 751-7588

E-SOFT SYSTEMS 1724
1276 Red Pine Circle
Baxter, MN 56401
(218) 829-4743

EXIDY INC. 331
5122 Calle del Sol
Santa Clara, CA 95054
(408) 496-6466

EXHIBITOR LIST

FABTEK INC. **1117**
13807 NE 48th Place
Bellevue, WA 98005
(206) 882-1093

FREY & FREY ENTERPRISES LTD. **426**
186 Park Lane
Middle Island, NY 11953
(516) 924-8574

FOXTRONIX BY HTS ELECTRONICS **B13**
5460 Brooks St.
Montclair, CA 91763
(714) 984-8272

GAMEMASTERS INC. **1302**
5555 Oakbrook Pkwy. Suite 240
Norcross, GA 30093
(404) 662-5666

GOLDEN YEARS AMUSEMENTS INC. **229**
22329 Davenrich Dr.
Salinas, CA 93908
(408) 484-2307

GRAND PRODUCTS INC. **B21**
775 Nicholas Blvd.
Elk Grove Village, IL 60007
(312) 593-2770

GRAYHOUND ELECTRONICS INC. **113**
Rt. 37 & Germania Station Rd.
Toms River, NJ 08754
(201) 341-5200

GREAT LAKES DART DISTRIB. INC. **326**
4454 S. 108th St.
Greenfield, WI 53228
(414) 425-7287

HAPP CONTROLS INC. **1030**
106 Garlisch Dr.
Elk Grove Village, IL 60007
(312) 593-6130

HMS MONACO ET CIE LTD. **322**
135 W. 20th Street, 4th Floor
New York City, NY 10011
(212) 691-9000

HOLLYWOOD MERCHANDIZERS **213**
8044 Lankershim Blvd.
North Hollywood, CA 91605
(818) 767-0981

ITC **717**
9201 Penn Ave. South, Suite 1
Bloomington, MN 55431
(612) 884-6604

IMPRESSMENT PLUS INC. **B26**
6217 Factory Rd., Box 573
Crystal Lake, IL 60014
(815) 455-2031

INNOVATIVE CONCEPTS ENTERTAINMENT . **1622**
590 Young St.
Tonawanda, NY 14150
(716) 693-9535

INTELLICALL INC. **B37**
2155 Chenault, Suite 410
Carrollton, TX 75006
(214) 416-0022

INTERMARK AMUSEMENTS INC. **1602**
7898 E. Acoma #104
Scottsdale, AZ 85260
(602) 948-7707

J-S SALES CO. INC. **208**
5 S. Fulton Ave.
Mt. Vernon, NY 10550
(914) 668-8051

JALECO USA INC. **1817**
5617 W. Howard St.
Niles, IL 60648
(312) 647-7077

JOHNSTON PRODUCTS **730**
627 15th St.
East Moline, IL 61244
(309) 755-5021

JUKE ROCK SYSTEMS INC. **1420**
637 The Queensway, Unit 12
Peterborough, Ontario CANADA K9 J 7J6
(705) 748-9420

KIDDIE RIDES U.S.A. **200**
604 Main St.
Davenport, IA 52803
(800) 553-8000

KONAMI INC. **1203**
815 Mittel Dr.
Wood Dale, IL 60191
(312) 595-1443

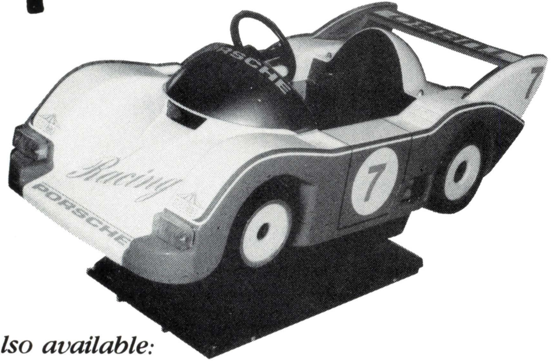
KRAMER MANUFACTURING CO. INC. **1417**
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810

LARAMIE INTERESTS INC. **116**
11300 S. Post Oak Rd. #205
Houston, TX 77035
(713) 723-2809

Kiddie Rides

COASTAL
AMUSEMENT
DISTRIBUTORS, inc.
Introduces:

TURBO PORSCHE



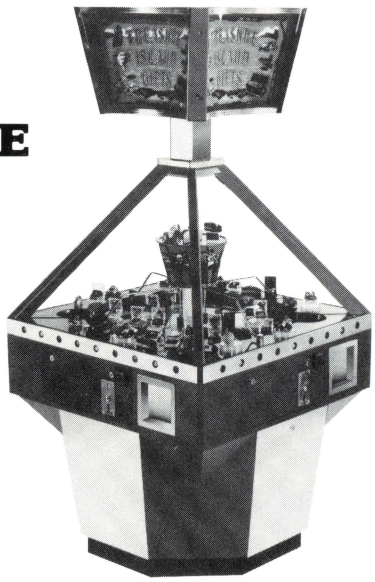
Also available:

- **Mean Machine**
- **Thomas The Train**
- **Robert E. Lee Riverboat**
- **And More!**

"CLOSE OUT"

**LIMITED
QUANTITY**

TREASURE ISLAND GIFTS

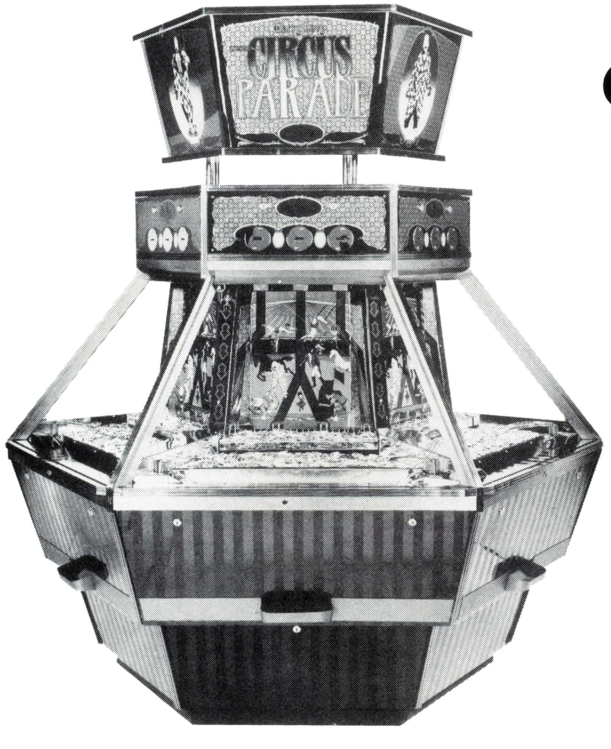


- **4 player rotary**
- **percentage adjustments**
- **full tilt alarm system**
- **adjustable turntable speed**

COASTAL AMUSEMENT DISTRIBUTORS *Presents*

**LEVY'S SPECTACULAR
BIG TOPPER**

CIRCUS PARADE



- **6 player pusher**
- **Duel self filling jackpots**
- **Full anti-cheat system**
- **Cosmetic excellence**
- **Fantastic coin display**
- **Ultimate in play-appeal**

Also available:

Flippa Winna — 3 player
Penny Falls — 12 player
Splash Down — 8 player

FACTORY RECONDITIONED

DISTRIBUTED BY:

**COASTAL
AMUSEMENT
DISTRIBUTORS, INC.**

601 Prospect St.
Lakewood, N.J. 08701
(201) 905-6663
FAX (201) 363-6329
TELEX: 132168

EXHIBITOR LIST

LAZER-TRON B35
7042 B Commerce Circle
Pleasanton, CA 94566
(415) 460-0873

LEISURE ENTERTAINMENT LTD. 119
25 Hutcheson Place
Lynbrook, NY 11563
(516) 593-5050

THE LELAND CORPORATION 1303
1841 Friendship Dr.
El Cajon, CA 92020
(619) 562-7000

LOEWEN-AMERICA INC. (NSM) 1017
5207 N. Rose St.
Chicago, IL 60656
(312) 992-2280

MARS ELECTRONICS 1522
1301 Wilson Dr.
West Chester, PA 19380
(215) 430-2500

MAYONI ENTERPRISES 204
10340 Glenoaks Blvd.
Pacoima, CA 91331
(818) 899-2488

MELTEC 627
1550 B Las Plumas Ave.
San Jose, CA 95133
(408) 923-1302

MERIT INDUSTRIES INC. 313
2525 State Rd.
Bensalem, PA 19020
(215) 639-4700

MINI PRO GOLF INC. 225
2517 Wyandotte Rd.
Willow Grove, PA 19090
(215) 657-8585

J.R. MINICK & ASSOC. INC.
(No other information available)

MOBILE RECORD SERVICE CO. 631
2716 Penn Ave.
Pittsburgh, PA 15222
(412) 391-8182

MOMENTUM MANUFACTURING CORP. B17
500 Palisade St.
Herkimer, NY 13350
(315) 866-5300

MUNCIE NOVELTY CO. INC. 318
P.O. Box 823
Muncie, IN 47308
(317) 288-8301

NANCY SALES CO. INC. 617
IMCN P.O. Box 6477
22 Willow St.
Chelsea, MA 02150
(617) 884-1700

NATIONAL TICKET CO. 625
1650 Broadway
New York City, NY 10019
(212) 757-1426

NEW ENGLAND APPLE PRODUCTS 1131
P.O. Box 2425
Harwood Station
Littleton, MA 01460
(508) 486-3521

NICHIBUTSU USA CORP. B19
15737 S. Garfield #18
Paramount, CA 90723
(213) 408-0515

NINTENDO OF AMERICA, INC. 1003
4820 150th Avenue N.E.
Redmond, WA 98052
(206) 882-2040

OWL DARTS INC. 1811
2126 W. Callender
Peoria, IL 61604
(309) 637-4122

PMI TOYS & NOVELTIES 1530
4310 Tejasco
San Antonio, TX 78218
(512) 829-4666

PENN RAY SUTRA CORP. B9
P.O. Box 1088
3684 Meadow Lane
Bensalem, PA 19020
(215) 638-4720

PIONEER LASER ENTERTAINMENT INC. 120
915 E. 230th
Carson, CA 90745
(213) 518-0710

PLATEAU INC. 131
1 Plateau Lane
Tracy City, TN 37387
(615) 592-2000

PLAY METER MAGAZINE 1100
6600 Fleur de Lis Dr.
New Orleans, La 70124
(504) 488-7003

PLAYFAIR SHUFFLEBOARD CO. INC. 731
7021 Bluffton Rd.
Fort Wayne, IN 46819
(219) 747-7288
(800) 541-3745

WE ARE . . . .
THE

EASTERN / **ROWE**

JUKE BOX 100th ANNIVERSARY

"FAMILY OF MUSIC"

ComboStar *LaserStar* *RoweStar*

WISHING THE JUKEBOX
A HAPPY 100TH!

EASTERN DISTRIBUTORS

500 North 12th Street Philadelphia, Pennsylvania 19123
215-627-1000 Toll Free 800-462-2981 Fax 215-627-6019

PROUD DISTRIBUTORS OF THE ROWE FAMILY OF FINE PHONOGRAPHS.
CD's - 45's - NOSTALGIC's - VIDEO's

FREE
PRINTED TITLE STRIPS

for your
Rowe CD 100 LaserStar
or
ComboStar
when you purchase
your CD's from

EASTERN'S
ONE STOP

500 North 12th Street
Philadelphia, PA 19123

215/627-1000
Toll Free: 800/462-2981
FAX: 215/627-6019

COMPACT DISC

EXHIBITOR LIST

PLUSH-4-PLAY **B34**
15581 Product Lane
Huntington Beach, CA 92649
(714) 893-8099

PREMIER TECHNOLOGY **513**
759 Industrial Dr.
Bensenville, IL 60106
(312) 350-0400

PRIZES! **330**
5305 Production Dr.
Huntington Beach, CA 92649
(714) 891-1710

PROFITABLE GAMES INC. **B15**
865 W. North Ave.
Chicago, IL 60622
(312) 943-1017

RENO GAME SALES **B24**
5301 Longley Lane #47
Reno, NV 89511
(702) 829-2080

REPLAY MAGAZINE **1601**
P.O. Box 2550
Woodland Hills, CA 91365
(818) 347-3820

ROCK-OLA MANUFACTURING CORP. **421**
313 South Rohlwing Rd.
Addison, IL 60101
(312) 629-9200

ROGER WILLIAMS MINT **424**
79 Walton St.
Attleboro, MA 02703
(508) 226-3310

ROMSTAR INC. **1603**
22857 Lockness Ave.
Torrance, CA 90501
(213) 539-2744

ROSETTE INC. **125**
P.O. Box 2325
Bala Cynwyd, PA 19004
(215) 668-8392

ROWE INTERNATIONAL INC. **1230**
75 Troy Hills Rd.
Whippany, NJ 07981
(201) 887-0400

SNK CORP. OF AMERICA **1703**
246 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

SCAN COIN **716**
201 Elden St., Suite 202
Herndon, VA 22070
(703) 471-6510

SEEBURG CORP. **1300**
1105 Westwood Ave.
Addison, IL 60101
(312) 543-1270

SEGA ENTERPRISES INC. (USA) **1103**
2149 Paragon Dr.
P.O. Box 610550
San Jose, CA 95161-0550
(408) 435-0201

SEIDEL AMUSEMENT MACHINE CO. INC. **720**
P.O. Box 11162
Albuquerque, NM 87192
(505) 298-6994

SHARP IMAGE ELECTRONICS INC. **1611**
8000 Wheatland Blvd.
Sun Valley, CA 91352
(818) 767-8855

SHOWCASE INC. **231**
2153 10th St.
Sarasota, FL 34237
(813) 366-1133

SKEE-BALL INC. **1004**
8th & Maple St.
Lansdale, PA 19446
(215) 362-0300

SMART INDUSTRIES CORP. **1617**
1626 Delaware Ave.
Des Moines, IA 50317
(515) 265-9900

SUN CORP. OF AMERICA **611**
2250 Elmhurst Rd.
Elk Grove Village, IL 60007
(312) 228-0451

SUPERIOR TOY & NOVELTY CORP. **427**
1117 W. 8th St.
Kansas City, MO 64101
(816) 842-2653

TAITO AMERICA CORP. **1403**
660 S. Wheeling Rd.
Wheeling, IL 60090
(312) 520-9280

TECMO INC. **1102**
18005 S. Adria Maru Lane
Carson, CA 90746
(213) 329-5880

TEKBILT INC. **223**
2517 Wyandotte Rd., P.O. Box 337
Willow Grove, PA 19090
(215) 657-8585

TOMMY GATE CORP. **1807**
7373 E. Doubletree Ranch Rd., Suite 120
Scottsdale, AZ 85258
(602) 483-1666

TORNADO TABLE SOCCER INC. **733**
4959 Rendon Rd.
Ft. Worth, TX 76140
(817) 483-6646

TOTAL SECURITY GAME ALARMS **320**
P.O. Box 55010
Seattle, WA 98155
(206) 625-9233

TROY M ENTERPRISES INC. **702**
776 Reynoldsburg-New Albany Rd.
Blacklick, OH 43004
(614) 863-1795

UNITED ARTISTS THEATRE AMUSEMENTS . . . **713**
5005 Calle San Raphael B-5
Palm ???92264
(619) 322-4422

U.S. GAMES INC. . . . . **NA**
1346 Oakbrook Dr., Suite 110
Norcross, GA 30093
(404) 441-2910

VALLEY RECREATION PRODUCTS INC. **613**
333 Morton St., P.O. Box 656
Bay City, MI 48707
(517) 892-4536

VARI-TECH CO.(PRODUCTS DIVISION) **531**
4520 Spartan Industrial Dr. SW
Grandville, MI 49418
(616) 538-4088

VENDING SECURITY INC. **132**
249 Woodwork Lane
Palatine, IL 60067
(312) 705-0408

VENDING TIMES INC. **728**
545 Eighth Ave.
New York City, NY 10018
(212) 714-0101

WICO DISTRIBUTION CO. **323**
6400 W. Gross Point Rd.
Niles, IL 60648
(312) 647-7500

WILDCAT CHEMICAL CO. INC. **1721**
3404 SW Loop 820
Ft. Worth, TX 76133
(817) 924-8321

WILLIAMS/BALLY MIDWAY **601**
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

WORLD GAMES **1323**
7046 Sophia St.
Van Nuys, CA 91406
(818) 904-0975

**TELL 'EM
YOU READ IT
IN THE 'METER**

**FRONT ROWE VIEW
OF THE FUTURE.**

COMPACT DISC

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

IN UTAH, NEVADA, IDAHO, MONTANA,
WYOMING, COLORADO & NEW MEXICO . . .

STRUVE DISTRIBUTING CO.

778 South Santa Fe Drive
Denver, CO 80223
(303) 778-7778
(800) 678-7883

276 West First South
Salt Lake City, UT 84101
(801) 328-1636
(800) 252-1177

TOP TEN

Copyright 1987 by Billboard Publications, Inc. Compiled by the Billboard Research Department and reprinted with permission.

Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. Two Hearts	Phil Collins Atlantic 7-88980
2. Don't Rush Me	Taylor Dayne Arista 1-9722
3. Armageddon It	Def Leppard Mercury 870 692-7/Polygram
4. My Prerogative	Bobby Brown MCA 53383
5. When I'm With You	Sheriff Capitol 44302
6. Every Rose Has Its Thorn	Poison Enigma 44203/Capitol
7. Smooth Criminal	Michael Jackson Epic 34-08044/E.P.A.
8. The Way You Love Me	Karyn White Warner Bros. 7-27773
9. When The Children Cry	White Lion Atlantic 7-89015
10. Put A Little Love In Your Heart	Annie Lennox and Al Green A&M 1255

Country

TITLE	ARTIST Label & Number/Distributing Label
1. She's Crazy For Leaving	Rodney Crowell Columbia 38-08080/CBS
2. Deeper Than The Holler	Randy Travis Warner Bros. 7-27689
3. What I'd Say	Earl Thomas Conley RCA 8717-7
4. Song of the South	Alabama RCA 8744-7
5. All The Reasons Why	Highway 101 Warner Bros. 7-27735
6. Burnin' A Whole in My Heart	Skip Ewing MCA 53435
7. Hold On (A Little Longer)	Steve Wariner MCA 53419
8. Big Wheels In The Moonlight	Dan Seals Capitol 44267
9. I Sang Dixie	Dwight Yoakam Reprise 7-27715/Warner Bros.
10. Life As We Knew It	Kathy Mattea Mercury 872 082-7

Compact Discs

TITLE	ARTIST Label & Number/Distributing Label
1. Traveling Wilburys	Traveling Wilburys Wilbury 2-25796/Warner Bros.
2. Rattle and Hum	U2 Island 2-91003/Atlantic
3. Shooting Rubberbands at The Stars	Edie Brickell & New Bohemians Geffen 2-24192
4. Giving You The Best That I Got	Anita Baker Elektra 2-60827
5. Delicate Sound of Thunder	Pink Floyd Columbia C2K 4484
6. Greatest Hits	Fleetwood Mac Warner Bros. 2-25801
7. Silhouette	Kenny G Arista ARCD 8457
8. Green	R.E.M. Warner Bros. 2-25795
9. Greatest Hits	Journey Columbia CK 44493
10. American Dream	Crosby, Stills, Nash & Young Atlantic 2-81888

Pop/Rock Albums

TITLE	ARTIST Label & Number/Distributing Label
1. Don't Be Cruel	Bobby Brown MCA 42185
2. Appetite For Destruction	Guns N' Roses Geffen GHS 24148
3. Open Up And Say…Ahh!	Poison Enigma C1-48493/Capitol
4. New Jersey	Bon Jovi Mercury 836 345 1/Polygram
5. Hysteria	Def Leppard Mercury 830 675 1/Polygram
6. Giving You The Best That I Got	Anita Baker Elektra 60827
7. Traveling Wilburys	Traveling Wilburys Wilbury 25796/Warner Bros.
8. Cocktail	Soundtrack Elektra 60806
9. Rattle and Hum	U2 Island 91003/Atlantic
10. G N'R Lies	Guns N' Roses Geffen GHS 24198

Drawer system helps operators turn a profit

by Randy Fromm

Operators took a major step in the evolution of our industry when they embraced the conversion kit. Here at last was a way to recycle those dead video games into new, money-making units.

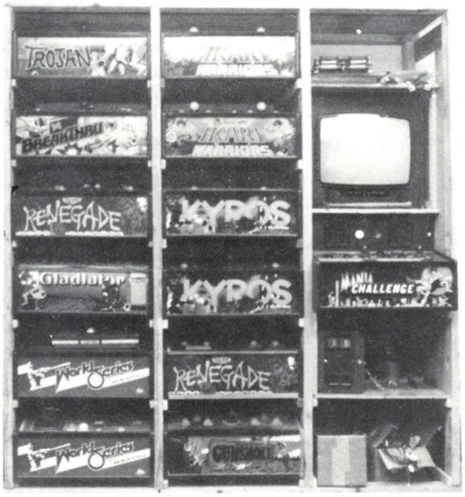
Now, operators have a new option . . . a way to take full advantage of the conversion kits and printed circuit boards that have become such a viable commodity in today's coin-op industry. It's a convertible cabinet!

Works-in-a-drawer

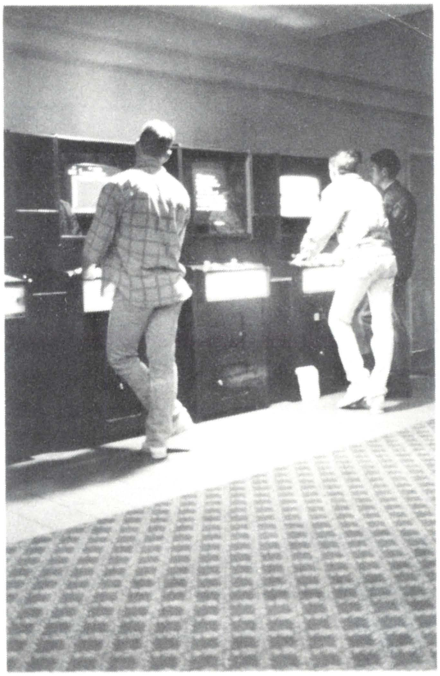
Plateau Inc. manufactures this revolutionary system that seems to have everything the operator is looking for in a video game cabinet. The latest-model Hantarex monitor is mounted on an easily-rotated mounting plate, making it easy to change from a horizontal configuration to a vertically-mounted monitor. The process takes about 30 seconds. Both 19- and 25-inch model cabinets are available, as are countertop and table models.

The cabinet also features a standard "over-under" coin door with an attractive security bar that fastens easily across the front of the coin vault itself. But the best part of the system is the drawer, which is removable and contains the logic board and player controls. When an operator wants to change a video game, he simply slides out the old drawer and slides in a new one. "You can kit-out a one-joystick, two-button game in 15-20 minutes," commented Dave LeAnna, Plateau's founder and president.

This system has some extraordinary advantages over a conventional video game. The most obvious is the ease with which games can be rotated through the location. Instead of sending out a man with a liftgate-equipped truck and a dolly, the new game drawer is simply carried in and exchanged for the old game drawer. A half dozen or more of the game drawers can be carried in the back of a station wagon.



This combination drawer storage and test unit saves space in the shop, just one of the advantages of the convertible video game system.



Players by a bank of newly converted games in a theater lobby.

This also means that it may not be necessary to make a special trip to a location just to move equipment. The collector can carry extra game drawers with him and exchange them at the time of collection. When the location owner sees that the income from a certain game has dropped, he will also see the game being changed the very same day. That's customer service at its finest (not to mention the savings to the operator).

The man with the plan

The convertible game system is LeAnna's brainchild. He started in the coin-op business in 1971, working as a janitor at an arcade in San Francisco. He quickly caught on to the business and started his own route.

He sold the route in 1981 and started designing and building convertible game systems under the name of Pacific Coast Games. LeAnna cites *Mr. Do!* as the reason for the switch from operator to manufacturer.

"*Mr. Do!* sold 30,000 boards," said LeAnna. "I said . . . Hey! This is the future! It's going to take a while, but when it happens, I'm going to be ready."

Pacific Coast Games moved its operation to Tracy, Tenn., in May of last year. Now operating under the name of Plateau, Inc., the 16,000 square foot facility produces 50 cabinets per day. An 8,000 square foot addition is currently under construction, and there are plans to bring the swing shift into full-scale production to meet operator demand. "We sell direct to operators," said LeAnna. "There are no distributors." To date, LeAnna's company has sold over 5,000 units.

Fast conversions

Plateau's convertible game system is called *The Angle System* and comes complete with a JAMMA harness, pre-drilled control panel (drilled for the operator's choice of game), pre-drilled plexiglass (to cover the control panel), a board holder, and slip-on connectors for wiring the joysticks and buttons. Formica sides are also available for an additional $50.

Additional drawers are also available from Plateau. The drawers come equipped with all components necessary to perform a kit installation (control panel, plexiglass, harness, connectors, and board holder), as well as a new, switching regulator power supply. The cost of the drawer is $75.

Another advantage of *The Angle System* cabinet is ease of service. Since the interchangeable drawer contains the logic board, player controls, and power supply, the whole video game is reduced to two essential components. When a failure occurs, the problem can be isolated to either the drawer or the monitor (both of which can be exchanged in a matter of minutes).

Another service advantage is the location of the adjustment controls for the monitor. All of the monitor controls (brightness, size, centering, etc.) are located on a small printed circuit board in the drawer area of the cabinet. This means that the monitor can be easily adjusted from the front of the game without having to pull the cabinet away from the wall to reach adjustments normally found on the back of the monitor. It also eliminates the need for using a mirror to see what's happening on the screen as you adjust the controls from the back.

> *''You can kit-out a one-joystick, two-button game in 15-20 minutes.''*

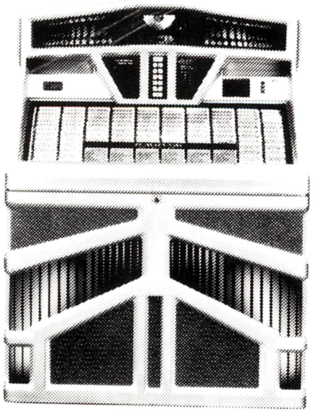
I have had the opportunity to use the convertible cabinet extensively through my work with several operators who utilize the system. I handle the local route for United Artists Theatre Amusements, which has games in theatre lobbies across the country. The cabinets look great in the lobbies. United Artists has even had their own marquees made for the cabinets.

When discussing the convertible game system with United Artists president Jon Daugherty, he said, ''Eighty percent of our inventory is convertible cabinets. We went to them three years ago. If we wouldn't have done it, I don't know how we'd be profitable today.''

I also used the system when I worked for Cap Estel Enterprises, a company with a street route consisting mostly of liquor and convenience stores. As manager of the San Diego route, I found the convertible system of interchangeable drawers to be a real plus. My routemen could perform rotations much more often than they could with conventional video game cabinets.

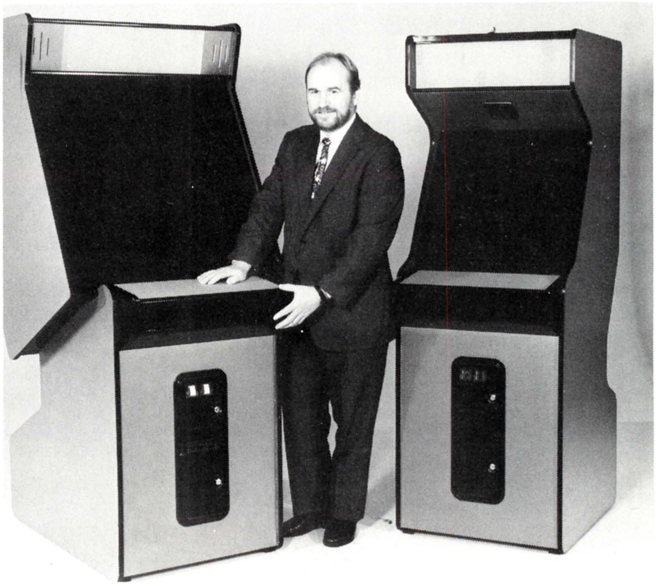
For more information on *The Angle System*, write Plateau Inc., Plateau Lane, Tracy, TN 37387, (800) 228-8974. ☐

MOVE UP A ROWE.



COMBOSTAR 45/CD COMBINATION JUKEBOX FROM ROWE.

COMMERCIAL MUSIC
COMPANY, INC.
1550 Edison Street • Dallas, TX 75207
(214) 741-6381 / 1-800-442-7281



Dave LeAnna and *The Angle System* in 19- and 25-inch models. Countertop and table models are also available.

TAX TIPS

Solving business auto loan problems and other taxpayer's headaches

by Irving L. Blackman

I'll bet this situation describes millions of taxpayers: they own a car in their name, use it for business, and are paying interest on a loan that financed the car's purchase.

Let's take a look at the tax rules. When a car is bought by a corporation or other business entity, the interest on the auto loan is fully deductible as a business expense. Unfortunately, when an individual employee (even a stockholder/employee) buys the car, the auto loan interest is considered consumer interest. This is true even if the car is used 100 percent for business. Only 20 percent of consumer interest is deductible in 1989, 10 percent in 1990, and none starting in 1991.

Obviously, business owners can have the business buy the car to save the interest deduction. When structuring an auto-perk program for non-owner employees, the interest problem should be considered. Another way to save the interest deduction when the employee (owner or not) is a home owner is to take a home equity loan so the car can be purchased for cash. Interest on a home equity loan of up to $100,000 is fully deductible.

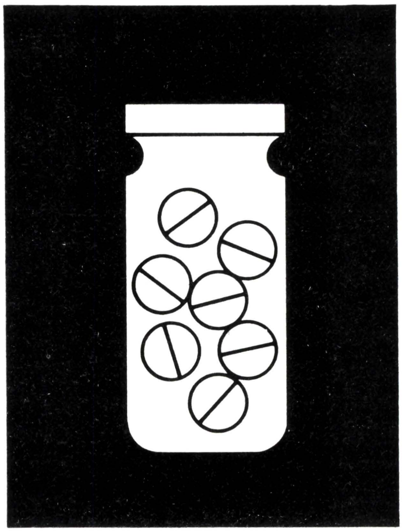
S corporation losses

Every year more corporations elect to do business as S corporations. But suppose your S corporation loses money. Can you, assuming you actively participate in the operation of the business, deduct your share of the losses? Surprise; the answer may be yes or no.

The answer is yes if your tax basis is equal to or larger than the loss. In general, your tax basis is increased by the cost of your stock, loans, and your share of the profits. It is decreased by your share of the losses and distributions.

In most cases, corporate losses are financed through a bank loan. If so, it is important to structure that loan correctly to ensure yourself a loss deduction. A recent tax court case (Leavitt, 90 TC 16) showed the wrong way to structure a loan. Here's the story.

An S corporation lost money during its first three years of business. The corporation borrowed money from the bank to finance its activities, and the three corporate shareholders personally guaranteed the loans. The corporation made the principal and interest payments directly to the bank.



The shareholders deducted the corporate losses on their tax returns each year. They claimed that their personal guarantees of the bank loan increased their tax basis. Not so, said the IRS. The tax court agreed, saying that since the personal guarantees did not cost the shareholders anything, there was nothing to add to the basis.

The shareholders argued that their guarantee of the loan was really the same as though they had borrowed money from the bank and then loaned it to the corporation. But the tax court ruled that since the bank was looking first to the corporation for repayment of the loan, and the shareholders did not in fact pay anything on the loan, the shareholders had no basis in the corporation against which to deduct the corporation's losses.

The shareholders could have saved the day by structuring the loan differently. They should have borrowed the money directly from the bank and then lent it to the corporation, charging the same rate of interest as the bank. When payments were due on the bank note, the corporation would have made distributions to the shareholders, who would then have paid the bank directly from their personal funds.

A unique tax tool

There are few investments that can be called a tax-saving tool. Series EE bonds are such an investment. First of all, they are exempt from state and local taxes. The interest earned on these bonds can be taxed in one of four ways; you decide which will save you the most taxes.

1. Pay tax on the interest earned each year, even though none of it is received until the bond matures.

2. Defer paying tax on all interest earned for the years the bond is held until it is cashed in.

3. Wait beyond maturity and pay tax on all interest earned when the bond is cashed in.

4. Convert the EE bonds at maturity into Series HH bonds. This continues to defer the interest earned on the EE bonds until the HH bonds are cashed in. HH bonds pay interest annually, which is taxable as received each year.

Both Series EE and HH bonds are guaranteed to provide an annual rate of return of six percent, or 85 percent of the rate paid on five-year Treasury notes, whichever is greater.

> *"Now children under the age of 14 can have a portion of their unearned income taxed at their parents' highest tax rate. Children aged 14 or older are not subject to the tax."*

Owning business real estate

Your business is about to take another giant step — moving into its own building. Your business is typical; it does business as a corporation. The real question, then, is should the corporation own the real estate? Or should you own the real estate and lease it to the corporation? Hands down, the tax answer is you should own and lease.

Putting the real estate into your operating corporation could lead to double taxation when the property is sold down the road. The corporation would suffer the first tax on the sale's profit, and the stockholders would be hit with a second tax on distribution. If your corporation already owns the real estate, look into electing S corporation status as a way to avoid the second tax after a 10-year waiting period.

Charge the corporation a reasonable rent — the same amount that would be paid if dealing with a stranger— to avoid any problems with the IRS. With the depreciation period for commercial real estate at 31.5 years, the real estate venture should show a net profit.

> *"Every year more corporations elect to do business as S corporations."*

Do not put the real estate in another corporation; let a family partnership own the real estate. This gives you an opportunity to spread income to other family members and reduce the overall income tax cost. Lower-bracket family members are the best choice. For example, children, grandchildren, or elderly parents on a fixed income can be the perfect partners. Remember, children under age 14 are taxed at their parents' rate on unearned income over $1,000.

The new kiddie tax

Tax reform has changed the rules of the game for a favorite American tax sport— shifting income to low-bracket children. Now children under the age of 14 can have a portion of their unearned

FLY HIGH
with

ROCK-OLA JUKEBOXES VALLEY POOL TABLES
ALL MAKES NEW & USED COIN-OP EQUIPMENT

EAGLE DISTRIBUTING

1130 W. Central
Orlando, FL 32805
(407) 422-0112

Miami: (407) 651-6526
In Florida Toll-Free:
1-800-782-2830

Rock-Ola
Valley
Premier
Konami
Eagle Lift
&
many more

Hollywood
Exidy
U.S. Games
Tecmo
World Games
Rock-Ola Vending
Nichibutsu
Klopp

FLORIDA'S #1 DISTRIBUTOR

income taxed at their parents' highest tax rate.

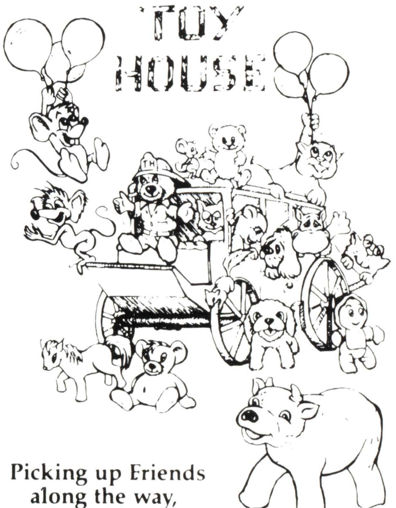
Here are the basics: the first $500 of unearned income is tax free to the child, the next $500 is taxed at 15 percent, and anything in excess of $1,000 is taxed at the parents' rate. Children aged 14 or older are not subject to the tax. It's been dubbed the "kiddie tax." The tax is tough, but there are still a few escape hatches.

> *"When structuring an auto-perk program for non-owner employees, the (consumer) interest problem should be considered."*

Since the tax does not apply to earned income, hire your children to work in your business. The first $3,100 earned in 1989 (indexed up for inflation each year) is totally tax-free to the child. Make sure to pay reasonable salaries, which are deductible as business expense.

Consider giving the kids stock in your closely-held business. Such stocks rarely pay dividends; it's income, not property ownership, that you want them to avoid. It also makes sense for your kids under 14 years old to own tax-free municipal bonds. U.S. Series EE Savings Bonds are also good investments. The income on these bonds can be deferred until the bond matures. Even though the income was earned before the child reached age 14, it will not be taxed until the bond matures.

One more point: it is a good idea to have each of your young children fill up as much of their tax-free cup as possible every year ($500 for unearned income, $3,100 for earned). ☐


TOY HOUSE

Picking up Friends
along the way,
We're one year strong
and growing.
Look for our new office
coming soon to,
Kansas City, Missouri

Simple, Southern Tradition
Taking Care of Our Customers Comes First!

TOY HOUSE

612 N. Rampart St. New Orleans, LA 70112

1-800-343-9990

1-504-524-8822

WE ACCEPT VISA AND
AMERICAN EXPRESS

Billiard Cloth

Mali
&
FORSTMANN®

Available through distributors

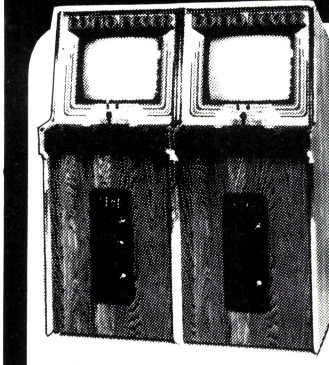
All Grades and Colors,

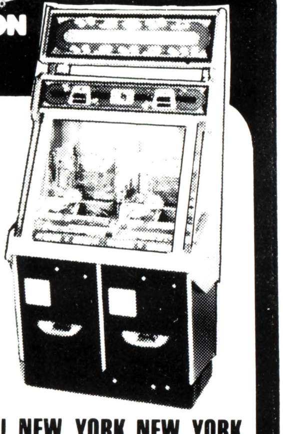
ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

They're HOT

FROM YOUR REDEMPTION SPECIALISTS


LOTTO FEVER
- Multi Coin Play
- Hi Lo Feature
- Hi Score or Ticket Token Awards Metered
- Available Dedicated or Kit


2 Pl. NEW YORK, NEW YORK
- Fully Metered
- Moving Skill Slide
- Adjustable Bonus Award
- Ticket or Token Award
- Tilt Alarm System
- Other Crompton 3 and 6 Players Available
- All Replacement Parts Available

Plus many more machines such as:
- Classic Champ • Carrousel Crane Silver Splash
- Mini Twirl • Sex Tester • Spanish Match Game
- Amusement Slots

Most items available for immediate delivery

*Consultation Service

Coin Concepts, Inc.
12 EDGEBORO ROAD, UNIT 4
EAST BRUNSWICK, N.J. 08816
201-390-9009 • 1-800-462-COIN

Turning contacts into contracts

by Patrick Barry Smid

An effective outside-sales rep is someone who can turn a contact into a contract. When you find a strong closer, maximize their efforts with qualifying contacts and watch your sales grow!

Like it or not, you must plan on pitching prospects more than once or twice to get their business. According to a survey by the National Sales Executive Club, it takes at least five or six face-to-face sales calls to close a deal.

Here are some interesting figures. Two percent of sales are made on the first call. Three percent are made on the second call, three-and-a-half percent are made on the third call, and 10 percent are made on the fourth call. However, *81 percent* of sales are made on subsequent calls!

This information is not meant to discourage you. It's intended to focus your attention on the importance of educating and pre-qualifying prospects before sending your sales reps cold-calling into the world of opportunity.

The goal of any sales team is to outperform average results. The use of direct mail can result in a more efficient use of your sales reps' time, fewer rejections, and the acquisition of customers with higher sales potential.

> *''Like it or not, you must plan on pitching prospects more than once or twice to get their business.''*

Keep these key points in mind when you're developing a direct mail campaign to support your reps.

The mailing list

This is the single most important element in direct mail. It is often said that a mediocre offer will do better with a fantastic list than a fantastic offer with a mediocre list. In retail, the golden rule is **location, location, location**. In direct mail, it's **list, list, list**.

There are numerous list sources for businesses. Prices vary according to the information you need, the actual number of businesses you select, and the number of times you plan on using this information. If you only want the name and address of businesses, the cost is relatively inexpensive. However, for additional money you can add a name to direct your piece to an appropriate person.

A phone number can also be purchased, which enables you to follow your mailing with a phone call. While a phone number is an expensive add-on, telemarketing as a follow-up to direct mail can be a very cost-effective lead generator.

The quantity of your list should always be secondary to the quality of your list. Using Standard Industry Classification, commonly referred to as SIC codes, identify your current best customers. A list of SIC codes can be obtained from any list source.

Once you understand who you're successfully serving, you'll be able to target similar types of businesses with a high likelihood of attracting them as customers. Further narrow your focus by mailing to prospects who are geographically positioned to take advantage of your offer.

You should work closely with your source to get the most appropriate list for your needs. He can also guide you in determining the most cost-effective mailing formats. Recent postal rate increases challenge the budget of every direct mail campaign.

Above all, plan your list development well in advance. The actual delivery of a list requires around 15 days. A mailing house requires at least two more days for processing, and the post office can take anywhere from one to 10 days to deliver third class mail. The development of a mailing list is time-intensive and should not be rushed.

> *''Once your mailing list is secure, you can have confidence that the service or product you're offering is being directed toward an appropriate audience.''*

The offer

Once your mailing list is secure, you can have confidence that the service or product you're offering is being directed toward an appropriate audience. State your message clearly, give the prospect a reason to be excited about your company, and make it easy for them to contact you.

Your response will be improved greatly when your offer includes a specific call to action, with both a phone number and a postage-paid Business Reply Card. Some prospects will want immediate attention, some will want more information, and some will want to arrange an appointment. Accommodate them all. Even if they only request additional information, you'll have their name and address for follow-up by a rep.

The follow-up

Do not let hot leads get cold! Make sure that your phones are consistently staffed with knowledgeable, pleasant people. Also, make sure that requests for information are promptly filled with appropriate material. Have a sales rep follow-up within reasonable time to offer additional help. Distribute the Business Reply Cards requesting appointments to your sales reps, and make sure they're prepared to deal with the advanced needs of a pre-qualified prospect.

> *"The use of direct mail can result in a more efficient use of your sales reps' time, fewer rejections, and the acquisition of customers with higher sales potential."*

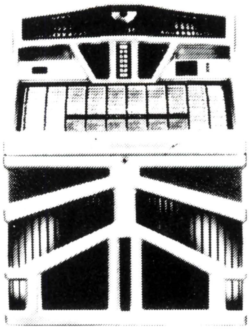
Now consider this: a successful direct mail piece may only generate a one- to two-percent response. So you can see that one piece alone won't supply your sales force with the number of leads that they'll need to be effective all year long.

You need a campaign to maximize the efforts of your sales force. The trick is to track the results of each mailing; it's not only who responds to your offer but who eventually becomes a customer. If you use this information to refine future mailings, your cost per new customer will decrease.

> *". . . a mediocre offer will do better with a fantastic list than a fantastic offer will with a mediocre list."*

Professional sales people love to sell, but most of them hate to research leads. When you generate pre-qualified leads for them through direct mail, you'll help reduce the number of calls it takes to turn contacts into contracts.

Patrick Smid is the marketing director of a major membership warehouse club. He has written extensively for trade magazines and newspapers. ☐



Both Musical Worlds In One Super Jukebox.

COMBOSTAR 45/CD COMBINATION JUKEBOX FROM ROWE.

ROWE-COLUMBIA

1214 Bluff Road
Columbia, SC 29201
803/765-0025

ADVERTISEMENT

Quick Change System Keeps Customers in the Game.

It's a location like countless others across the country — a neighborhood convenience store, a quick-stop oasis for last-minute shopping. But this one, however, is also home for several of Stan Harris & Company's video games, including a PlayChoice-10 by Nintendo.

In this convenience store as in the company's nearly 2,000 other on-street locations within the greater Delaware Valley, business success is tied up in a simple adage: The game won't pay unless the players play. And to keep the quarters dropping in the stores, taverns and bowling centers, the games must be kept current. Player excitement must be kept alive.

To meet that end, the company enlists a variety of game mix and rotation strategies throughout its tri-state area of operations. Among its more successful ventures is the use of Nintendo's PlayChoice-10 video games.

"We have close to 70 PlayChoice units within our network," cited Harvey Fischer of Stan Harris & Company. "The system has allowed us to place units in permanent position and enjoy a steady, consistent flow of revenues."

Recognizing that the key to the system's long-term profitability lies in software rotation, Fischer and his company have committed to building an extensive library of game titles.

"Updating a PlayChoice-10 is a simple operation — performed on location in minutes by our collectors," said Fischer. "We meter the collections on every game within the system and can pinpoint titles that have fallen off and need to be replaced.

"We figure the average life of a dedicated video game and cabinet to be three years. We're hoping to get seven to eight years from our PlayChoice units considering how easy and economical they are to update. With long-term favorable return on investment, we don't need to get astronomical weekly drews to make the system worthwhile," Fischer added.

What's hot and what's not? In the video game business as with fashion, public taste changes. With the quick change capability of PlayChoice-10 on their side, operators like Stan Harris & Company can beat the changing tides of consumer favor and keep players in the game — for fun and for profit.

©1989 Nintendo of America Inc. ™ ® are trademarks of Nintendo of America Inc.

MERCHANDISE MARKET

Looking for Mr. Goodtoy

by Bonnie Theard

Looking for the new and unusual for operators of crane and redemption merchandise is what this column is all about. This month, our submitted items truly fit that description.

What child doesn't like gum? I can't think of any offhand. And that makes the **Pee Wee Antique Gumball Machine** an easy sell. Why haven't we thought of it sooner?

This miniature gumball machine, available from The Toy House, comes in bright red plastic sure to draw a player's eye. It works with a twist of the handle and can accommodate gumballs, peanuts, or candy. A slot in the back of the casing turns the machine into a bank.

Pee Wee holds 3 ounces of gumballs, measures 7 inches tall, and weighs 8 ounces. Pricing is $3 per unit; $1 for 3 ounces of gumballs. Contact The Toy House, 612 N. Rampart St., New Orleans, LA 70112; (504) 524-8822.

Roni Toy features the **Bride and Groom Bears**, attired in formal wedding dress. These will draw interest at any time, but are particularly appropriate for the spring and summer wedding season ahead. Those sentimental folks, both married and soon-to-be, will want to win both of these bears to make a set.

Roni Toy reports these among their biggest sellers, and it's easy to see why. They are available in craneable 7-inch; also 16-inch and 21-inch trade-up sizes. Contact Roni Toy Inc. 249 8th St., Jersey City, NJ 07502; (201) 656-5557.

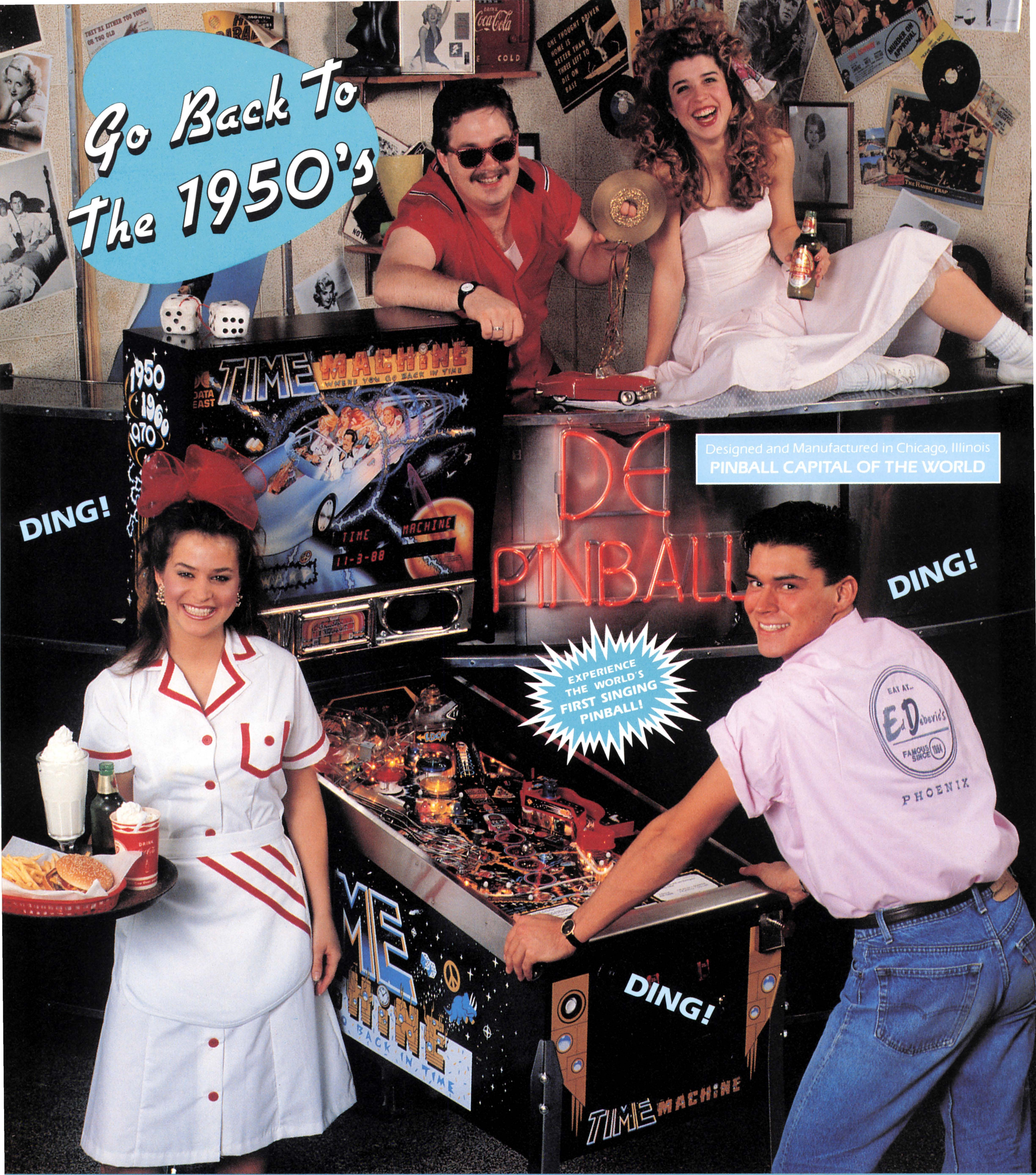
More pairs are on the horizon with Pearson Products' **Ballerina Bears** and **Country Bears**, both sets suitable for trade-up items.

The Ballerina Bears are 14 inches tall and come in pink and white. Toe shoes and tutus complete the dress. Plush Country Bears come in Momma, Daddy, Brother, and Sister bear. Each stands approximately 16 inches tall and is dressed in country fashions. All wear rubber-soled suede lace-up boots.

For pricing information on these items contact Pearson Products Inc., P.O. Box 20122, New Orleans, LA 70141; (504) 465-9340.

Suppliers are reminded to send in their newest items for a free listing in this column. Forward a photo with description or send the item and we'll take the photo. Send in as often as you like. Deadlines are the first of the month prior to publication: example—send in by April 1 for the May issue.

CAROUSEL
CAROUSEL


Go Back To The 1950's
DING!
DING!
DING!
EXPERIENCE THE WORLD'S FIRST SINGING PINBALL!
TIME MACHINE
DE PINBALL

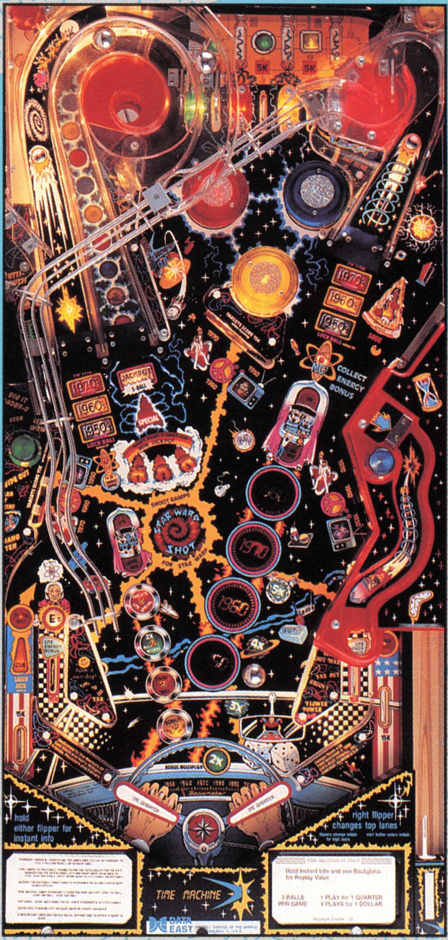
Designed and Manufactured in Chicago, Illinois
PINBALL CAPITAL OF THE WORLD

DATA EAST

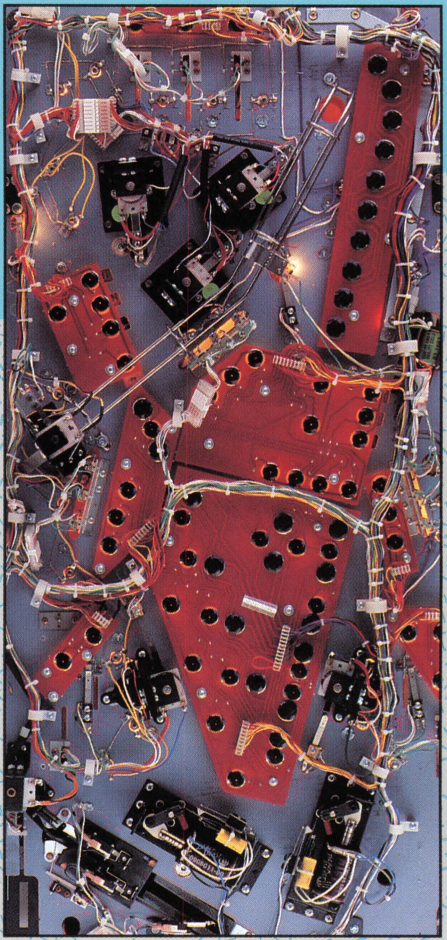
TIME MACHINE

©1988 DATA EAST USA, INC.

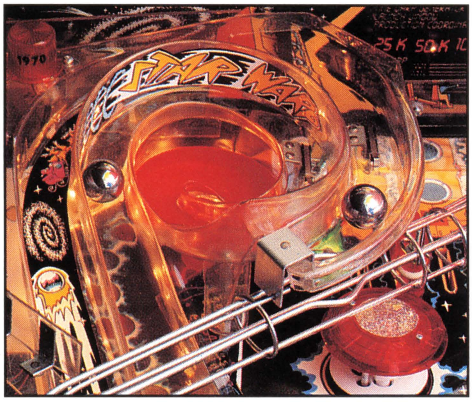
A Picture Is Worth 1,000 Word's



hold either flipper for instant info
right flipper changes top lanes
TIME MACHINE
DATA EAST

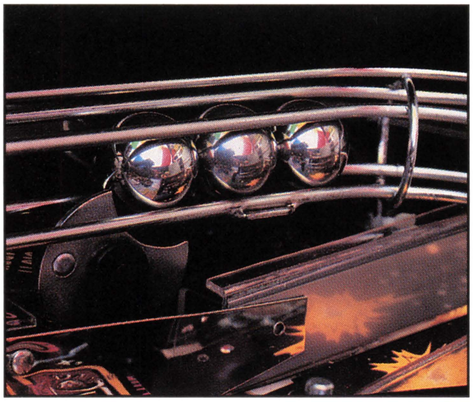


BEAM ME UP SCOTTY!



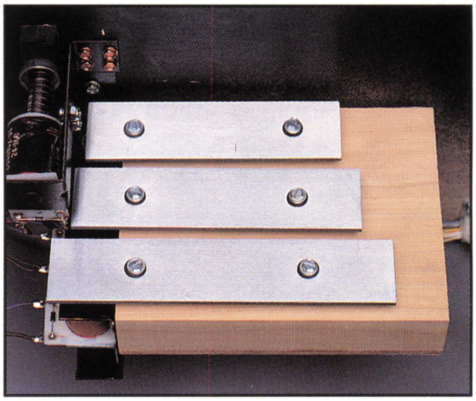
Starwarp to a new dimension as your ball enters the center ramp transporter. Beam to another location on the playfield for a million points when lit!

THE BALL STOPS HERE!



New ball lock mechanism fed by the left and right ramp engages time machines powerful engines as you travel through the 1980's, 1970's, 1960's, to your destination the 1950's!

RING ANY BELLS?



Remember when pinballs were fun? Relive the golden age of pinball again with chimes and a special clicker noise unit that's sure to keep you going back in time!

WE'VE ONLY JUST BEGUN

DATA EAST

See your local Data East Distributor
or Contact

DATA EAST USA, INC.
470 Needles Drive
San Jose, CA 95112

(408) 286-7074

© PLAYBOY and RABBIT HEAD design are marks of and used under license from PLAYBOY ENTERPRISES, INC

Seminar cassette tapes . . . an easy way to learn

by Frank ''The Crank'' Seninsky

I'm often asked how I could possibly keep current on the many different areas of our industry. Besides reading all the trade magazines cover-to-cover and attending the AMOA Notre Dame Executive Development Program, the AMOA seminar cassette tapes provide an excellent method of absorbing valuable information. Dozens of very profitable ideas are held on these tapes, which I can (and do) utilize to make extra bucks or cut expenses.

Those of you who do attend AMOA likely find it difficult to make more than two or three seminars at most. Expo '88 offered 19 seminars. Some of these were summarized in the trade magazines, but many were not. As a member of the AMOA Education Committee I should attend most of the seminars but just can't. Listening to the seminar tapes while driving to and from business appointments is the most practical way of learning for me.

I strongly recommend that operators send for a set of the tapes, or select ones most appropriate for their business. Write AMOA, 111 E. Wacker Drive, Chicago, IL 60601 for an order form or call (312) 644-6610. Remember that ACME '89 tapes will also be available at the show or after. These can be obtained from Bill Glasgow Inc., 16066 South Park Ave., South Holland, IL 60473; (312) 333-9292.

Of particular interest in the AMOA selection is #8804—''A Seminar for the Small Operator by the Small Operator.'' Ken Rensink of K&D Amusements did an excellent job of reminding us all just what we need to accomplish in order to run a successful small route. When Ken asked me last year if he could give a seminar at Expo '88, I liked his idea and his guts for wanting to do one. I hope he agrees to do another this year.

Other impressive seminars were: ''1001 Repair Tips'' by Randy Fromm, ''Maximizing Your Game Income Through Correct Game Adjustments'' by Todd Erickson, and ''Leading and Motivating Your Most Important Assets'' by Dr. Jerry Sequin of Notre Dame University, head of the AMOA Notre Dame program. I've been told by Randy Chilton, AMOA seminar committee chairman, that ''Maximizing Your Crane Income'' and ''How Today's Operators Can Improve Profits'' were also among the top seminars. If you're interested in the parallel board situation, the ''Legislative Update'' seminar tells it all.

I also want to be sure that as many operators as possible benefit from my article ''Simple Repair Procedures for Switching Power Supplies'' that appeared in the January STARTECH Journal. That information is reprinted below.

WICO switching power supply simple repair procedure

Our techs will generally replace a switching supply (+5V @ 7 amps, 11 amps, and 15 amps) and drop the bad ones off at the shop. A power supply only costs around $30, and all the techs carry extras just like they carry fuses. A power supply is nothing but a BIG FUSE (it works or it doesn't). If you want to fix them in the field, here are some basic rules to follow:

1) Remove the outer casing.

2) Check if the fuse is blown. If the fuse is open (about 25 percent of the time), chances are the problem(s) is extensive, so keep this power supply for spare component parts (diodes and caps mostly).

3) If the fuse is good, check C6 (330uf-35v) radial cap. The top of it is probably ripped open. Do not replace C6 just yet.

4) Next check C16 and C17 both (1000uf-16v or 25v). C6, C16, and C17 have the three highest failure rates in WICO power supplies.

5) Also check C4 and C5 both (100uf-200v), C17 (3300uf-16v or 25v) and C19 (3300uf-16v or 25V).

6) Replace the caps that look or test bad.

7) Apply AC to the supply and put a LOAD on the DC outputs and adjust the +5V to +5.25VDC. Most often (about 75 percent of the time), C6 and/or C15 and C16 are the only components that go bad. You will see green sticky stuff under the caps or bloating of the top or bottom of the caps. These caps will only take a few minutes to repair.

Our shop tech has repaired about 25 power supplies in the last few months following the above simple procedures. That's a savings of $780 or $900 (30 X $30), less $120 (6 hours labor @ $20/hr)! And the parts were FREE. Now please don't go and waste countless hours (time is money) trying to fix the 25 percent of power supplies that have a blown fuse. Just keep the bad ones for parts. ☐

Help yourself to a brighter business future

by Frank 'The Crank' Seninsky

In a recent AMOA industry survey regarding association activities, operators indicated that Industry Standardization and the Washington, D.C. Conference (Government Relations Committee) were the two best overall programs. There are many others, such as the Jukebox Promotion Committee, Educational Seminars, Industry Relations, Hesch Scholarships, and Vending Development that make our amusement industry healthier and help cut down unnecessary overhead.

As an operator, I have always put back into my business practically all overhead savings and profits, less 5-10 percent for outside investments. This directly translates into the continued purchase of new equipment or the purchase of used equipment from another operator who then upgrades and buys new equipment. The manufacturers (to their benefit) now clearly see that this is the pattern that keeps our industry running. It wasn't always that way, but I can say from experience that, in most cases, the manufacturers support this business belief.

Much of the work that I do for AMOA could not be done without support from the manufacturers and distributors. I enjoy working with the three segments of our industry on projects that help us all. Here is an update on Industry Standardization and the Congressional Pinball and Basketball Tournament.

Industry Standardization

This committee is made up of AMOA members, manufacturers, and now distributors. During the past three years, 21 standards have been approved by the committee first, then both the AMOA and AAMA board of directors. This tremendous accomplishment, in so short a time, was due to the support and good working relationship of its members: past chairman Craig Johnson; Todd Erickson of Summit Amusement; Dan Van Elderen of Atari; Tom Cahill of Williams Electronics; Dennis Sable of The Leland Corp.; Frank Ballouz, president of AAMA and Fabtek; and myself.

The Technical Committee of JAMMA, made up of engineers from Sega, Taito, Namco, and Data East, is presently working with the committee to approve the standards that apply to the Japanese manufacturers. Their willingness to work with us is greatly appreciated.

In recent months, several more manufacturers and distributors have volunteered to work with the committee: Joe Dillon of Taito, Ray Musci of Data East, Gil Pollock of Premier, Steve Blattspieler of Williams/Bally, Steve Koenigsberg of State Sales, Jon Brady of Brady Distributing, and Bob Fay, AAMA executive vice president. AMOA has added directors Ross Todaro of TAVS and Lou Singer of Central Distributing. I will be calling on others for their support.

Now that the standards and the people are in place, a standardization compliance program needs to be implemented. By the time you read this, the committee will have met in Reno at ACME and voted upon a method whereby several distributors rate each new game that is made and give it a compliance rating.

These independent ratings will be forwarded to the committee to be averaged, checked against the committee's own analysis, and then published in the industry trade magazines. It will take a while before compliance reaches high levels, but it is my feeling that compliance will increase with each game manufactured. Special games will not be expected to have a high compliance rate, as it is not the committee's intent to hinder creative design.

I would also like to see the day that standardization-approved parts be identified with a special sticker and stamp in the catalogs of all the parts suppliers in our industry. The committee will adopt a standardization logo as soon as this is approved.

New standards will always be brought forward for approval, and current standards will be revised as technology changes dictate. Standardization is a continuing process that requires constant supervision. I'm happy that many operators support it highly.

Congressional reception and tournaments

As part of the 1989 AMOA Government Relations Conference (April 16-18), Congressional Pinball and Basketball Tournaments are set for April 18 at the Longworth House Office Cafeteria from 5:30 to 8:30 p.m. Over $17,000 in prizes have been donated to date, awarded to the charity of each winning congressman.

Last year more than 105 congressional offices were represented (300 players) as 43 congressmen and their families participated. Vice President Dan Quayle, along with son Tucker and daughter Corrine, were all winners. This year's attendance could be doubled.

Williams, Bally, Premier, and Data East are each donating a new pinball machine to the prize fund. Doyle & Associates has agreed to donate a *Hoop Shot Gold* and provide two others so the basketball competition will run smoothly. Skip Doyle is working on bringing in some members of the NBA Boston Celtics to shoot against the congressmen.

In conjunction with the tournament, each attendee will get as many chances as necessary to win a 100th Anniversary Jukebox miniature (with the congressional tournament logo) from any of the three *Clean Sweep* cranes provided by Smart Industries (one has been donated by Gordon Smart to the prize fund). Dan Brechner & Company (Clifford Brechner) has helped design and will provide the 100 dozen jukebox prizes for the event (value estimated at over $5,000).

Once again, I want to thank these manufacturers for supporting and working with the Tournament Committee to put together this great industry event. Steve Koenigsberg of State Sales will again deliver and set up all the amusement game equipment for the reception.

I leave it to the operators to talk positively about the importance of industry standardization compliance and the value of traveling to Washington, D.C. to meet and talk with our congressmen. We're educating them about our business and how hard we all work to make an honest living. These two days of your time will greatly benefit you in the long run.

[Editor's note: The Industry Standardization Committee is chaired by Frank Seninsky. 'The Crank' is also the Congressional Pinball and Basketball Tournament Director, assisted by AMOA Director David Goudeau of Gerald's Amusement Machines.] □

- Pre-packs
- Plush pre-packs
- Custom pre-packs
- Custom packed jewelry bags
- Life size plush
- Using higher quality plush to generate higher revenues

Licensed Plush

TOY HOUSE

(504) 524-8822

1-800-343-9990

612 N. Rampart
New Orleans, LA 70112

WE ACCEPT VISA AND AMERICAN EXPRESS

TELL 'EM
YOU READ IT
IN THE 'METER

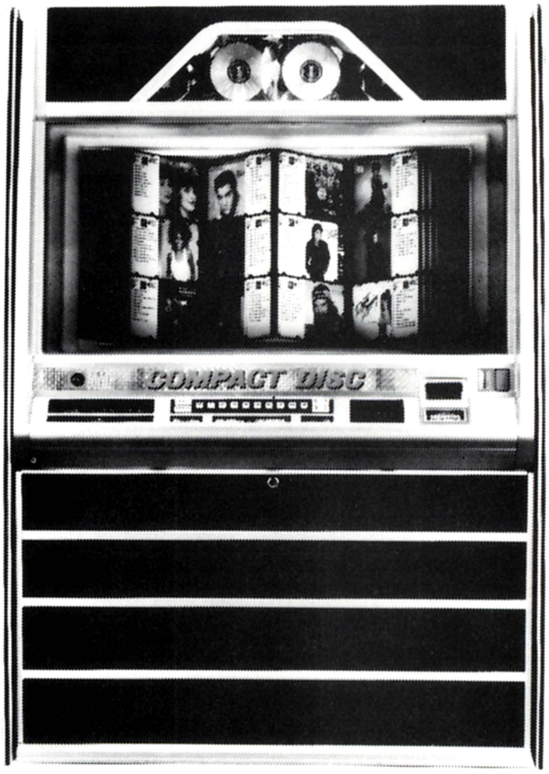
FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

GO AMERICAN . . . YOU'LL BE GLAD YOU DID

AVS American Vending Sales, Inc.

620 Wheat Lane, Wood Dale, IL 60191
(312) 350-0880

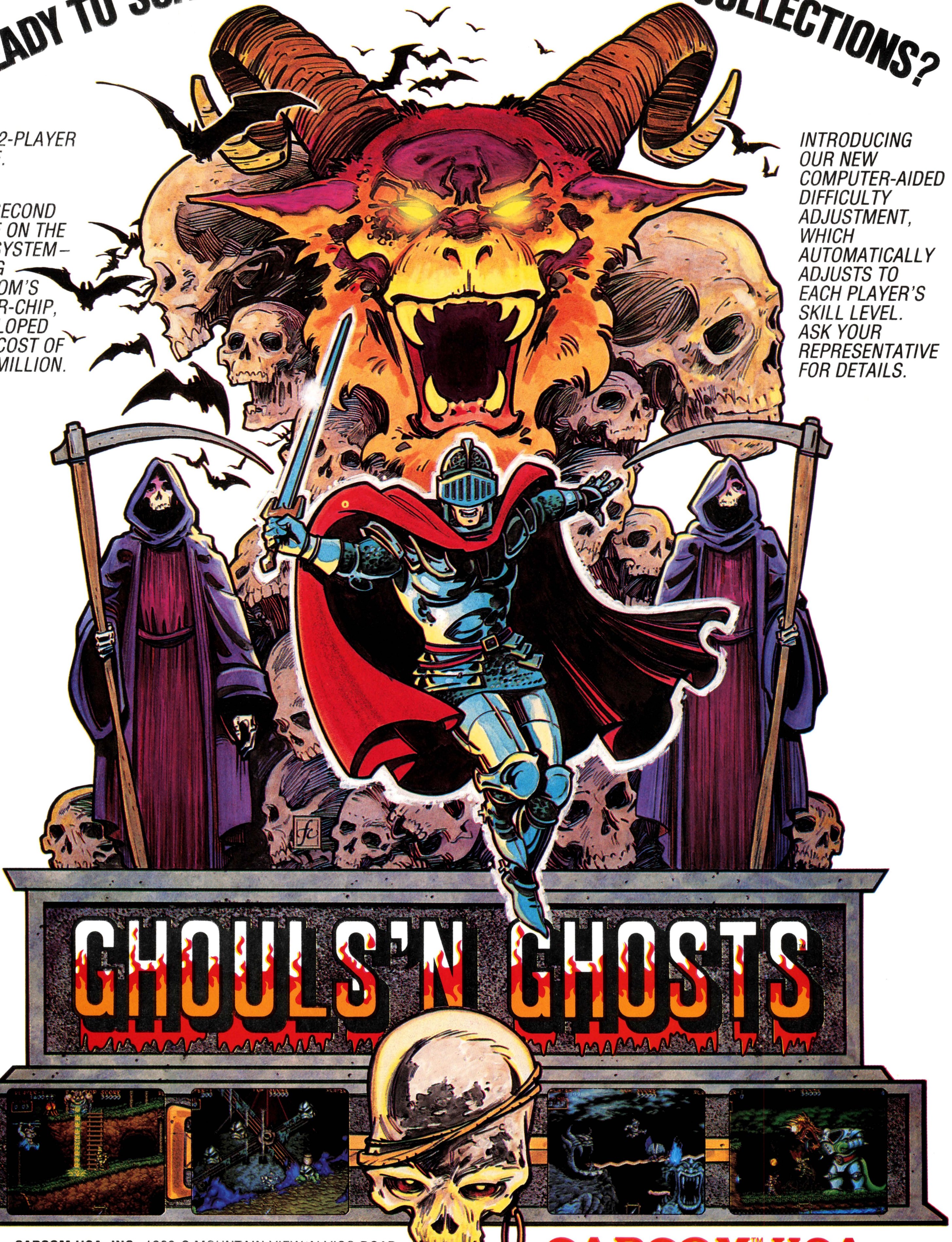


READY TO SCARE UP SOME SPOOKTACULAR COLLECTIONS?

1 OR 2-PLAYER GAME.

THE SECOND GAME ON THE CPS SYSTEM – USING CAPCOM'S SUPER-CHIP, DEVELOPED AT A COST OF $5.5 MILLION.

INTRODUCING OUR NEW COMPUTER-AIDED DIFFICULTY ADJUSTMENT, WHICH AUTOMATICALLY ADJUSTS TO EACH PLAYER'S SKILL LEVEL. ASK YOUR REPRESENTATIVE FOR DETAILS.



CAPCOM USA, INC., 1283-C MOUNTAIN VIEW/ALVISO ROAD,
SUNNYVALE, CALIFORNIA 94089. (408) 745-7081.

CAPCOM™ USA

© 1988 CAPCOM USA, INC.

EXTRA EXTRA EXTRA

CAPCOM USA TAKES THE RISK OUT OF BUYING VIDEO GAMES

GUARANTEES TRADE-IN PRICE OF NEWEST HIT *GHOULS'N GHOSTS*

In a surprising move that will leave all other video game manufacturers reeling, **CAPCOM USA** *has announced an industry first!*

All video game operators will now be guaranteed a minimum value of **$500.00** *for all* **CAPCOM USA GHOULS'N GHOSTS** *PC boards traded back to their distributors! That's a minimum guarantee of a*

$500 board trade-in price!

"No other manufacturer guarantees any trade-in value for any video, and we're giving the operators up to 18 months to take advantage of this offer," said VP of Marketing & Sales Bill Cravens. "That way, they can lower their operating costs and still convert the cabinet to ANY kit they want down the road."

See your distributor for complete details or call

CAPCOM USA, INC.

3303 Scott Boulevard • Santa Clara, CA 95054 • (408) 727-0400

The attack of the penny flippers

by Randy Fromm

"That new game you brought in last week is great!" the location owner says with unbridled enthusiasm as you stop by for your weekly collection. "There's been a crowd around it all day ever since you brought it in."

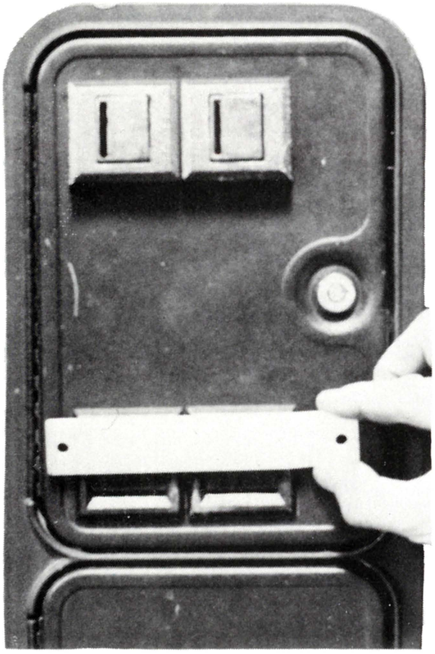
Sure enough, there is quite a gathering about the machine as you approach it, coin counter in hand. You shoo away the players and open the coin door. As you insert your key in the lock, you get your first clue that something is amiss . . . The coin-return cup is broken and the flap is missing. "Uh-oh . . .," you mutter to yourself, "I gotta bad feeling about this."

As you pull out the cashbox, your worst fear is confirmed. The cashbox is full of pennies! You've been a victim of an attack . . . THE ATTACK OF THE PENNY FLIPPERS!!

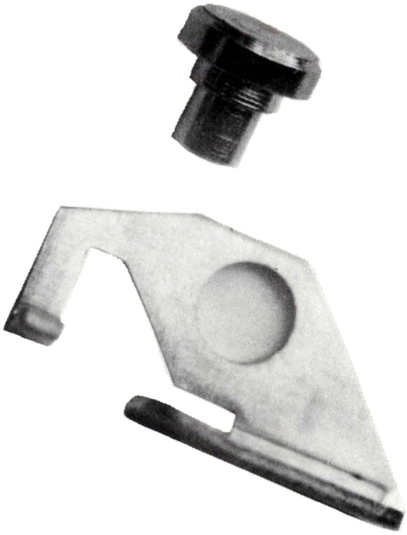
It's happened to just about everyone. Sometimes it's just a few pennies that find their way into the cashbox. Often there are hundreds. Some operators simply give up and move the game to another location where the players aren't aware of the penny-flipping trick. Others have developed more devious methods of foiling the flippers.

One operator simply bolts or welds a piece of metal over the coin-return opening, closing it off completely. Another has bisected the coin-return opening with a screw, restricting access to the coin-return cup. A third operator told of putting screws in the coin-return cup and wiring them to 117 volts AC. This was a joke born of frustration. I am certain the operator would not have done this, but it does go to show how confounding this problem can be.

Foil the penny flippers by fabricating an "anti-penny" bar from one-eighth-inch aluminum stock with a hole in each end. A slight bend compensates for the thickness of the bezel that surrounds the coin-return cup.



Install the bar across the top half of the coin-return cups. Leave just enough room to get a returned quarter out.



Modify the coin mechanism with just these two parts and five minutes of time. The part on the left is the separator stud. The part on the right is the anti-flip lever.

How it's done

For those who are unaware of the sordid details of the penny-flip routine, here's how it's done. Step one is to remove the flap that covers the coin-return cup. Sometimes this is done with surgical skill, and the only thing missing is the flap itself. Most of the time, however, the entire coin-return bezel is broken out as well as the flap. This has the delightful side effect of causing the bottom half of the coin mechanism to swing in the breeze, having lost any means of attachment to the coin door itself.

Step two requires the skill of a juggler and the grace of a ballet dancer. The penny is balanced on its edge on a finger and quickly flipped up through the bottom of the coin mechanism. It travels up the "reject" side of the coin mechanism, across the separator, and down the "accept" side of the coin mech, where it dutifully simulates a quarter by dropping on the trip-wire of the coin microswitch. By breaking out the flap covering the coin-return cup, the entire bottom of the coin mechanism is exposed, making the penny-flip an easy routine (especially for those with kid-sized fingers and all the time in the world to practice the technique).

Stop it before it starts

There are a couple of methods that can be employed that will foil the penny flippers before they get started. One requires a modification to the coin door, the other to the coin mechanism itself.

Since the penny-flip routine requires unrestricted access to the bottom of the coin mechanism (through the coin-return cup), a metal bar can be fabricated and bolted to the coin door to severely restrict access to the coin-return. The "anti-penny bar" is installed across the opening, leaving just enough room to retrieve a legitimately-returned quarter, but effectively blocking any attempt at flipping pennies up the coin-return.

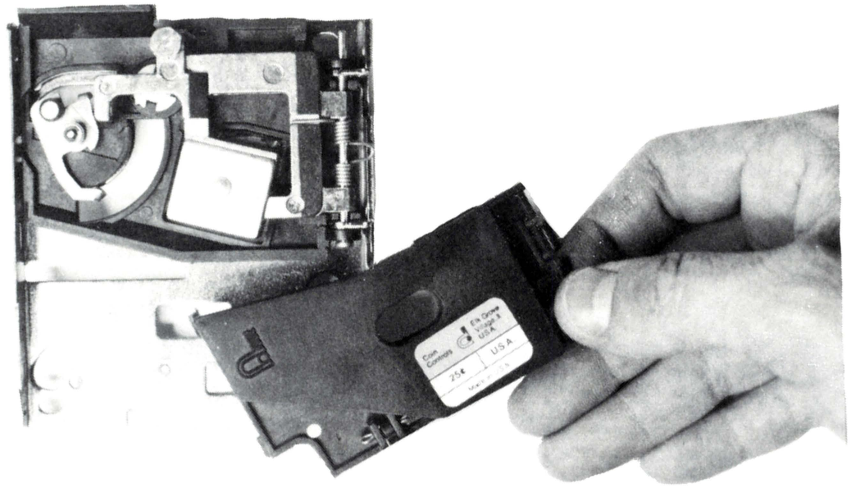
One-eighth-inch aluminum stock is probably the easiest material to use in fabricating the bar. The material should be about one-half-inch wide. Other than drilling holes in the bar for bolting it to the coin door, the only other step in the fabrication process is to bend the bar to allow for the thickness of the bezel that surrounds the coin-return cup.

Installation is easy and takes only a few minutes. Simply drill the holes in the coin door on either side of the coin-return area, and use 1/4-20 carriage bolts and nuts to affix the bar to the door. I carry a canvas cash bag with me that contains a cordless drill, a one-quarter-inch drill bit, bolts, nuts, nut driver, and a dozen or so pre-manufactured "anti-penny" bars. This makes it easy to install the bar in the field. The whole process takes just a few minutes from start to finish.

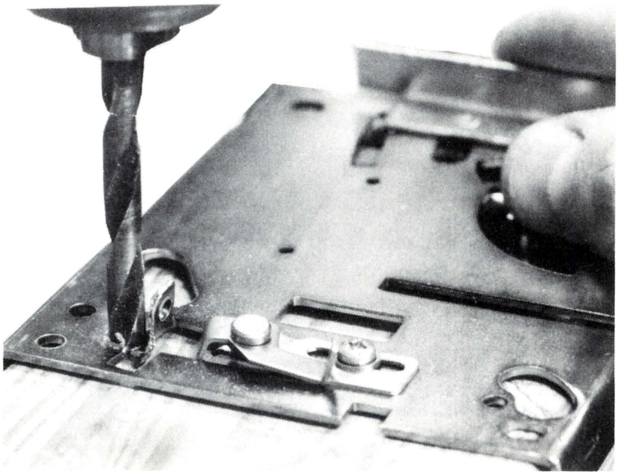
> *"It's happened to just about everyone. Sometimes it's just a few pennies that find their way into the cashbox. Often there are hundreds."*

Modified coin mechanism

Coin Controls has recognized the penny-flip problem and developed a retro-fit modification for their coin mechanism. This modification will be included in their future production coin mechanisms (if they haven't started already), but for now a simple five-



Start by removing the cover plate from the front of the mechanism. This facilitates the drilling procedure that follows.



Drill a one-quarter-inch hole as shown. A 2x4 fits perfectly under the mechanism as a support for the drilling operation.

SPECIAL NOTICE
purchase your used equipment from
NEW ORLEANS NOVELTY CO.

IN BUSINESS FOR 50 YEARS!

International reputation for selling the finest used videos, flippers, & amusement games available anywhere

EACH & EVERY GAME BEAUTIFULLY REFINISHED LIKE NEW BY EXPERTS
ALL GAMES AUTHENTIC LEGAL FACTORY MODELS

GET ON OUR MAILING LIST FOR OUR LATEST PRICE BULLETINS
OR CALL
ROSE, EDDIE, OR JEAN FOR LATEST PRICES

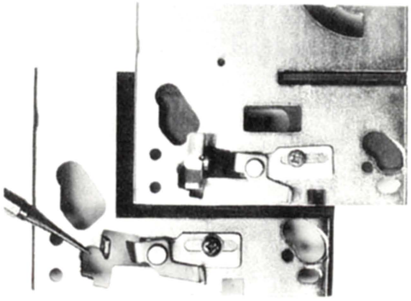
3030 NO. ARNOULT ROAD
METAIRIE, LA 70002
504-888-3500

ATTENTION CRANE OPERATORS
Special X-Rated
Novelty Pack for
Bars and Lounges
72 Piece Pre-Pack Assorted $72.00
Call Jerry for details
Phone 212-924-2122
HOLLYWOOD CREATIONS, CO.
135 W. 20th St.
New York, NY 10011
Mon.-Fri. 9:30-4:30

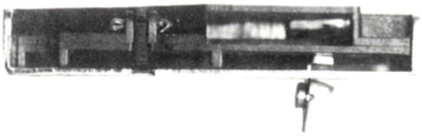
minute operation will make the Coin Controls coin mechanism "penny-proof."

> *"Since the penny-flip routine requires unrestricted access to the bottom of the coin mechanism, a metal bar can be fabricated and bolted to the coin door to severely restrict access to the coin-return."*

There are two parts to the modification: The anti-flip lever (part number 91-3036-00) and the separator stud (part number 91-3021-00). The lever costs a quarter and the stud costs a dime. (Where else can you get a stud for a dime these days?)



The finished hole and mechanism with the lever installed. It may be necessary to file the hole slightly to allow the anti-flip lever to clear.



Bottom view shows how anti-flip lever blocks the reject side of the mechanism, preventing pennies from entering.

Start the modification by removing the plastic cover on the bottom of the front of the mechanism. This is simply to facilitate the drilling procedure that follows. Next, drill a one-quarter-inch hole just to the left of the little right-angle bracket that protrudes from the back of the mech.

This is to allow the anti-flip lever to swing freely in and out of the "reject" side of the mechanism. Mount the lever on the bracket by sliding the stud through the hole and secure the assembly by squishing the stud in a vise. Make sure that the lever swings freely in and out of the coin mechanism. Re-install the plastic cover.

That's all there is to it. The anti-flip lever will prevent pennies from being flipped up the "reject" side of the mech, while still allowing legitimately rejected coins to fall down to the coin-return cup.

The "anti-penny" components can be ordered directly from Coin Controls, Inc., 1000A Touhy Ave., Elk Grove Village, IL 60007. Call (312) 228-1810 or FAX (312) 228-1833. Ask for Michael Meisinger.

FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR
CD JUKEBOX FROM ROWE.

A.M.A. DISTRIBUTORS

1525 AIRLINE HWY.
METAIRIE, LA 70001
(504) 835-3232

COMPACT DISC

TECHNICAL TOPICS

Solutions to common problems on *Cabal*

From the Fabtek Service Department

Here are a few of the most commonly asked questions we have gotten over the phone. Many distributors and technicians are having trouble isolating the actual problems. Two of the following examples will look like a defective circuit board, but they are really quite different problems.

PROBLEM: Upon building the game, your trackball(s) will not operate. Two combinations have been seen—loss of one axis on each trackball or loss of both axes on both trackballs.

SOLUTION: A few of the wiring harnesses have accidentally been wired incorrectly. The mistakes being reported have been at the CN interface board. This board has been installed into a JAMMA standard wiring harness. The harness has been cut in half only on the eight-player directional control wires. These wires then are soldered to the CN board. The other side of the CN board will look like a mirror image of the first side. If you are having problems as mentioned, verify the wiring with the kit manual wiring diagram.

PROBLEM: Player one (blue) trackball will jump or is jittery when trying to aim the cursor. Trackball rolls fine at faster speeds.

SOLUTION: Adjust the +5 volts to 5.2 volts on the main circuit board. This is mainly a problem on the kit version due to the small interface board being located off in the wiring harness. If this does not correct the problem, then add (4) .1ufd/50V capacitors into the wiring harness as close to the small CN board as possible on the side labeled JAMMA side. Strip the wire back and solder one lead of the capacitor to the wire labeled ''18''; the other lead of the capacitor should be soldered to ground. Repeat this for the wires labeled ''19'', ''20'', and ''21''. This should cure the jittering.

PROBLEM: The trackball physically rolls slow and appears it may be defective.

SOLUTION: Loosen the mounting bolts slightly; they may be too tight, causing the trackball to roll slow.

PROBLEM: CPU board locks up when board is tapped on or the game sometimes powers up with one-inch colored squares.

SOLUTION: Check the 68000 microprocessor (located on the bottom board) for cracked end pins. These pins will crack on the top side of the circuit board where the pin goes through the board. If the pins are broken more than two pins inward, then it is a wise idea to replace all four IC sockets located at positions 6H, 7H, 6K, and 7K, as these sockets will probably have at least one cracked pin apiece. If the circuit board is mounted horizontally, then place a piece of foam underneath the circuit board so the board set will not flex as much, causing the pins to crack.

Upgrading equipment to handle board level repairs

by Mark Gavett

As circuit boards become smaller and more populated with integrated circuits, especially those hard to deal with surface mount chips, the need for retraining in soldering skills and upgrading soldering equipment is more important than ever. Upgrading equipment is a fairly easy job with numerous avenues to take in selecting equipment upgrades. First, evaluate your needs. If you are a technician that will be building kits and doing minimal board repairs, then your equipment needs are relatively basic. The Weller EC2001 temperature-controlled soldering station would be a good choice for you.

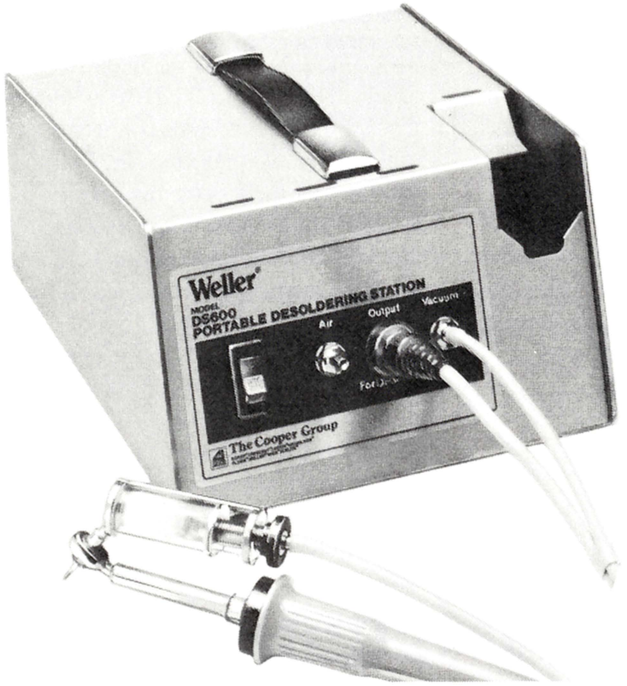
Since your needs are simple, you are not likely to outgrow this one. Because of its flexibility, you can go from simple soldering to complete board level repairs without compromising board safety. The EC2001 is an electronic-controlled, variable temperature soldering station that utilizes a low voltage grounded tip soldering pencil, so static build-up will not destroy sensitive electronic components. With the wide variety of long-life tips, you can find a shape, length, or diameter tip to meet your needs.

For the technician that is getting more into board level repairs due to the high cost of repair services and short term warranties, in addition to the EC2001, the Weller DS600 desoldering station would be a wise consideration, especially if you are called on to do board level repairs in the field. The DS600 is a self-contained, portable desoldering station that offers an isolated low voltage desoldering iron, which is maintained at 700 degrees fahrenheit. The DS600 desoldering pencil tip is also grounded for component safety. The DS600 is made up of two parts: the station, containing the vacuum pump, isolated low voltage source, and a hot iron storage compartment; and the desoldering iron, which contains the heating element, molten solder containment cylinder, and the vacuum actuating switch. The DS600 is so versatile that it will even desolder surface mount components. Weller offers a wide variety of tips (called tiplets) that range from very small inside and outside diameters to very large inside and outside diameters. Along with two different lengths, you should be able to find a tiplet you are comfortable with. There are also several different surface mount tiplets available.

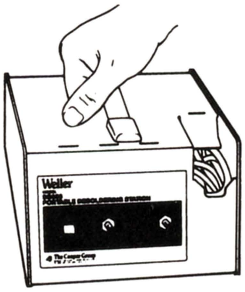
The approximate cost of the Weller EC2001 is $170, and the Weller DS600 is about $450. The tiplets cost about $7 to $10 apiece. The average life of the tiplet has been about 10 weeks under heavy use. The amount of time that I have saved per board has paid for these tools over and over again. I might add that Weller also offers several other models of soldering and desoldering stations.

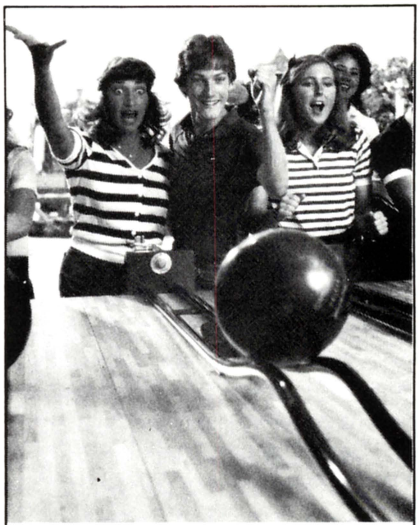
Desoldering made simple

Operating a desoldering station is fairly simple, but there are certain methods that you must be familiar with. You heat the area so the solder becomes molten. Then as much of the molten solder as possible must be removed from the circuit board pad and the component lead so the electronic component may be removed without damaging or lifting the circuit board traces. This allows easy and reliable component replacement in a



DS600 Portable Desoldering Station





Bowler Roller is the perfect addition to your gameroom. We bring you great games and more.

Since 1968 we have been developing *merchandising programs* and equipment. If you are interested in tickets, prizes, redemption centers and merchandising methods give us a call.

The makers of Whac-A-Mole
Manufactured in U.S.A. since 1970

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach Florida 32017
904-677-0761

NEW FOR YOUR CRANE!!!

SKILL DOZER II — CRANE KITS

KRAMER MANUFACTURING personally invites you to preview a WINNER for 1989 — SKILL DOZER II.

Now showing as a Dedicated Game or as a Complete KIT that installs right into your CRANES — NO HASSLE — Installs on location — a proven MONEY Maker!

Make it a point to stop by at the ACME '89 in Reno, Booth #1417.

Isn't about time to UPDATE *your* CRANES?

KRAMER MANUFACTURING CO., INC.

1100 Towbin Ave., Lakewood, NJ 08701
Telephone sales: 1-201-367-7810 • Toll free: 1-800-631-2126

very small amount of time without destroying the board or the good electronic components.

Learning the correct technique of desoldering will take practice and patience. First, loosen the collar that holds the heating element in place. Rotate the handle assembly so that you will be able to depress the vacuum actuator button firmly without your hand or finger becoming sore or cramped.

Tighten the collar back up to hold the new position of the handle securely. With a tiplet in the iron, turn the power switch to the ''on'' position. Wait approximately three to five minutes for the desoldering iron to get hot. (Note: if you try to desolder too early, the solder that is sucked up inside the tiplet will become solidified before it reaches the collector tube. If the tiplet gets jammed or clogged with solder, wait about a minute to allow the iron to melt the solder. Then push the clean-out tool up inside the tiplet, forcing the solder into the collector tube. At the same time this cleans out the tiplet. You may use the vacuum to aid in the cleaning.)

After the iron is sufficiently hot, place the tiplet over the component board. Allow the solder on the pad to become visually melted. It usually takes three to five seconds. After the solder has melted, use a circular motion to move the component lead around. This ensures that the solder has melted all the way through the circuit board and on the component side of the board. Now depress the vacuum actuator switch to remove the molten solder from the circuit board hole. While you are vacuuming you should be using the circular motion to aid in clearing all the solder. After you have all the solder cleaned out from the hole, remove the tiplet from the board and release the vacuum button. If the entire hole does not clear, you may have to add a small amount of rosin core solder to the pad and try the process again.

On some overly large traces the heating time will be longer. If the tiplet you are using will not fit over the component lead, you can place the tiplet just next to the lead and use the circular motion on the outside of the component lead. The entire time from start to finish should take approximately three to 10 seconds. This time will get even shorter as you develop desoldering skills. After you have all the pins on an integrated circuit desoldered, do not just pull the integrated circuit out of the circuit board; doing so may pull up traces on the circuit board. Instead, use a pliers or a needle-nose pliers to give the integrated circuit a twist back and forth to ensure that all the leads are fully disconnected from the circuit board's solder thrus. You should now be able to pull out the integrated circuit with very little effort.

After removing the component from the circuit board, you should always clean out the desoldering tiplet with the clean-out tool. (Note: if you will not be using the desoldering station for an extended period of time, you should clean out the tiplet and turn the station off. If this is not done, the tiplet may suffer a shortened tip life). After the desoldering iron has cooled off, remove the solder waste inside the collector tube. This will ensure maximum suction next time.

If you are going to use the DS600 for desoldering surface-mount components, there are several special tiplets that allow you to heat up the entire outside of the integrated circuit. After the integrated circuit is loose, the vacuum is applied to hold the integrated circuit to the tool, so that you may remove it.

There is another use for the desoldering station. You will notice a nozzle marked ''Hot Air'' on the front of the station. If you move the hose from ''Vacuum'' to ''Hot Air'' depressing the button will allow hot air out of the tiplet. This is useful if you suspect a thermal problem with a component. With this feature, you can confine the heat source to one component instead of spreading it over several components. (Note: if you have been desoldering and are going to use the hot air feature, be cautious. The first blast of hot air may contain a small of amount of hot molten solder. Do not point the hot air at any part of your body because it is extremely hot.)

I would like to invite you to send comments or questions regarding this article or any other technical questions that you would like to see answered to Mark Gavett, Summit Service, 2274 University Ave., St. Paul, MN 55114.

[Editors note: We are extremely pleased to have Mark as a regular contributor to our magazine. Operators repeatedly asked for more technical information, and Mark will provide it on a regular basis. Mark works for Summit Amusements in St. Paul, the company that is doing all of Fabtek's service work. His boss, Todd Erickson has been a featured seminar speaker at AOE and now ACME. Todd has also written articles that have been beneficial to operators. Mark will be assisting Todd in his seminar this year at ACME. Please get to know him and give him your suggestions for technical topics.] ☐

LUCK OF THE IRISH?
NOPE, IT'S SKILL
AND NECO'S GOT IT!

We've got the equipment, parts, service, experience and know-how to help you succeed (and a bit of the Irish luck besides!) Give us a call or stop by!!

NEW ENGLAND COIN-OP
232 Vanderbilt Ave. • Norwood, MA 02062
617/769-9760

NEW PRODUCTS

Thunder Cross

Konami debuts a two-player interactive kit, *Thunder Cross*, that takes players on an intergalactic investigative mission.

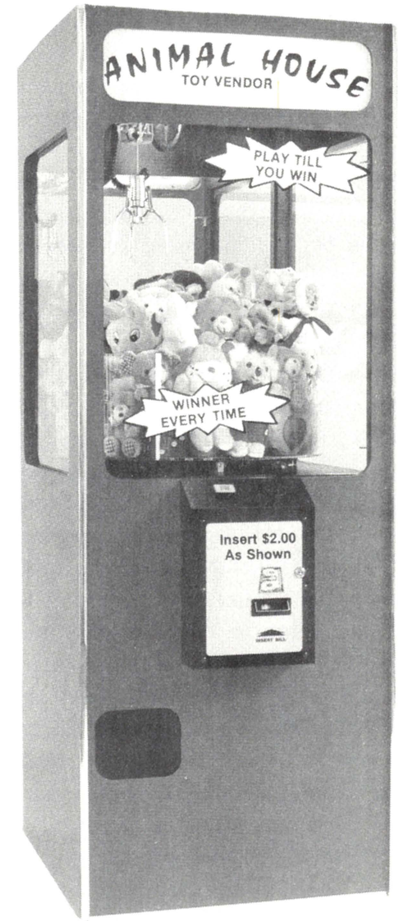
After all communication to the planet Hubris is cut off, the player must find the cause. Traveling in a spacecraft through seven scenic and challenging stages, he encounters all types of enemy ships. One factor in his favor is that his craft is equipped with two indestructible side ships.

Players need quick reflexes to dodge enemy fire that includes bullets, lasers, time-release bombs, and other deadly shots. Tight mazes, tunnels, and other obstacles await the players. After destroying certain enemies, these power-ups can be obtained: Vulcan Bomb that increases speed and the number of bullets, Multiple Option that gives extra ships, and Bonus that awards extra points. In addition to the power-ups, the player has Lil' Babies that nuke all enemies in front.

Controls include an eight-way joystick and buttons for shoot or super weapon. The game is for horizontal monitors and has the buy-in and continuation features.

For more information, or distributor referral, write Konami Inc., 815 Mittel Drive, Wood Dale, Il 60191; (312) 595-1443.

THUNDER CROSS



Animal House

Showcase has added a new game to its line of cranes and redemption equipment with the *Animal House* Toy Vendor that promises players a win every time.

Animal House features an illuminated rotating carousel of prizes, modular electronics, and half the moving parts of any other crane. This can mean less down time and repairs.

Game play is priced at either $1 or $2 per play. Players keep playing until they retrieve a prize. Each unit comes with bill acceptor standard. An extra strong claw for fast pick-up accommodates all size prizes.

Dimensions of the game are 27 inches wide by 30 inches deep by 72 inches high. The cabinet is bright red in color and sure to attract attention.

For more information, or distributor referral, write Showcase Inc., 2153 10th St., Sarasota, FL 34237; (800) 642-7263 or (813) 366-1133.

Hard Drivin'

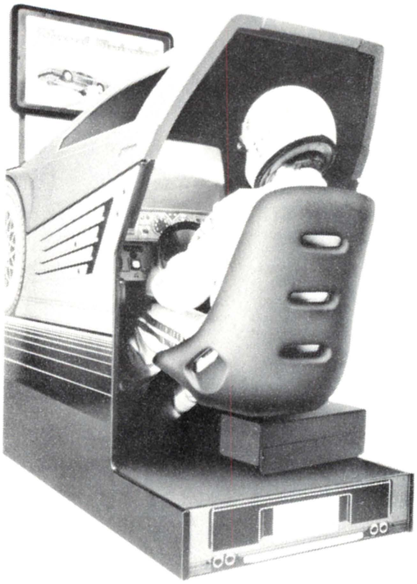
Atari Games introduces an authentic driving simulator, *Hard Drivin'*, that uses a four-speed stick shift, center-feel steering, adjustable swivel seat, plus gas, break, and clutch pedals. A unique instant replay feature lets players review their performance.

Hard Drivin' invites players to test drive a high-powered sports car on a stunt course. Players can jump a drawbridge, negotiate a high=speed banked turn, and drive a 360-degree vertical loop.

Players select an automatic or manual transmission and turn the ignition key to start the game. By taking different off ramps, players can select the track they prefer. Operator-selectable features include the time allowed from checkpoint to finish line and bonus driving time for a race well-run.

The player's view is from the windshield of the car. Fully animated gauges are on the dash; graphics on the 25-inch medium resolution monitor are true multi-sided, three-dimensional objects. The game is available first in the deluxe cockpit version, to be followed by a compact sit-down.

For more information, or distributor referral, write Atari Games Corp. 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750.



Jokerz

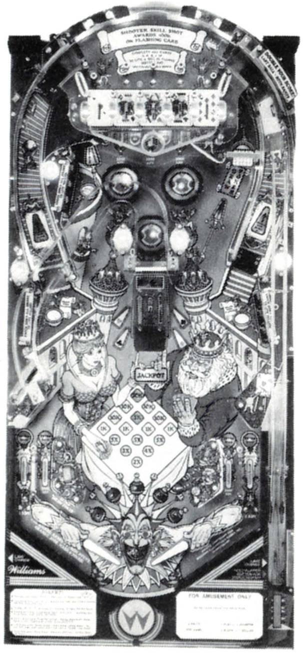
Williams Electronics takes the proven play appeal of poker and brings it to the pinball playfield with *Jokerz*, a high-scoring game with a ball shooter skill shot that awards a Wild Card of up to one million points.

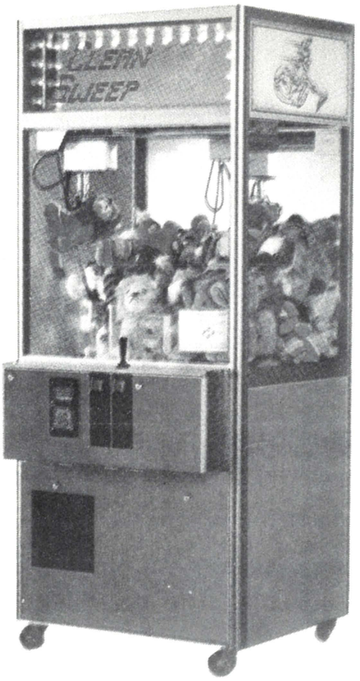
When players complete the top card lanes in *Jokerz* they earn 100,000 points as well as a Table Bonus that increases to a possible special. Each of the three drop-target banks offer their own million point bonus along with a sweeping score that can mean an additional 500,000 points.

A unique backglass feature awards increased score values, extra ball, or even a special. Once players raise the center drawbridge ramp and light all four card suits, they have the chance to earn a jackpot that can total four million points.

This game has an exclusive feature for players to put their skill to the test and double their score on their last turn. Other features include lamp boards with accessible twist sockets, super-hold adhesive loctite on all machine-threaded parts, patented parallel flipper coils, solid state lane changes, and improved diagnostics.

For more information, or distributor referral, write Williams Electronics Games, 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.





Clean Sweep Giant Single

Smart Industries debuts its latest crane, the *Clean Sweep Giant Single*, which holds eight dozen plush items that are 12-inches tall.

This game features total adjustment on the claw strength and Rowe $1 and $5 bill acceptor standard. The unit is available in two sizes: 33 inches wide by 34 inches deep and 81 inches high, or 41 inches wide by 34 inches deep by 81 inches high.

The game offers three skill game options, skill joystick control, fully-adjustable claw, microprocessor game boards, and solid steel frame construction. Options include a prize counter meter, winning light, sound system, ticket dispenser, Plumb Bob tilt option with siren, and bubble gum payout.

For more information, or distributor referral, write Smart Industries Corp., Mfg., 1626 Delaware Ave., Des Moines, IA; (800) 553-2442 or (515) 265-9900.

Truxton

Bally/Midway invites players to become fighter pilots battling deadly galactic enemies in the new space adventure video kit *Truxton*.

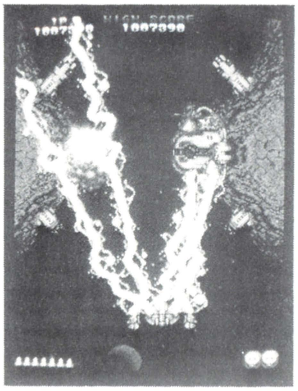
Special game features include a vertical configuration, eight-way joystick, and 200 areas in which to fight the five Big Bosses. Players use the joystick to control the fighter and to take power items and weapon-selection items. There's also a shot button and bomb button.

Several power-enhancing items can be obtained during the journey. ''S items'' increase speed; gain four for maximum speed and a fifth one for 5,000 bonus points. ''B items'' add one Tatsujin bomb (10 bombs can be obtained). Collecting five ''P items'' increases power.

The remaining number of fighters can be increased with a one-up and two-up. When a 5,000 spot appears, the player gets 5,000 bonus points. Three other special items that appear in red, green, and blue give a Power Shot, Tatsujin Beam, and Sun Lader.

Truxton is licensed from Taito Corp. and includes easy-to-install JAMMA-approved wiring harness, full-color header, and side cabinet art.

For more information, or distributor referral, write Bally/Midway, 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.



Ikari III-The Rescue

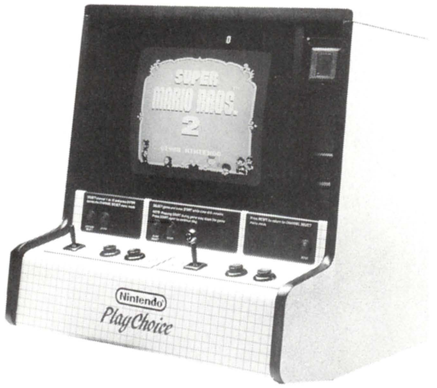
Those intrepid Ikari Warriors are back in action in SNK's newest dedicated video, *Ikari III-The Rescue*. This time around, our heroes undertake a mission to rescue the kidnapped child of a presidential candidate.

Of special interest is the SNK rotary joystick and three buttons (for punch, jump, and kick) that gives the player to ability to control his character in 360-degree moves. A meter at the top of the screen shows how far the enemy is from capturing the player. Speed and skill are of utmost importance.

Ikari III-The Rescue allows two players to join in the game simultaneously. There is separate coinage for each player and a buy-in feature. The game has a horizontal screen and is available in either 19-inch or 25-inch monitor models.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

IKARI III THE RESCUE
SNK



PlayChoice CounterTop

Nintendo brings the versatility of the *PlayChoice 10* concept to many more locations with the introduction of the *PlayChoice CounterTop* available in either five-game or ten-game option.

Just as in the standard upright, it's easy to change and upgrade software with the *PlayChoice CounterTop*. And the software is interchangeable between the countertop, upright, and converted units.

Game choices include *Double Dragon, Super Mario Bros. 2, Contra, R.C. Pro-Am, Gauntlet, Rad Racer, Track & Field, Kung Fu, Pro Wrestling,* and *Mike Tyson's Punch-Out!!*. There are more than 25 games in the *PlayChoice* library to help keep game choices fresh. A variety of game themes can be offered to a diverse audience in this small package.

The game cabinet includes button and joystick controls for two players. It is suitable for any location where space is at a premium.

For more information, or distributor referral, write Nintendo of America Inc., P.O. Box 957, Redmond, WA 98052; (800) 633-3236.

Turbo Poker II

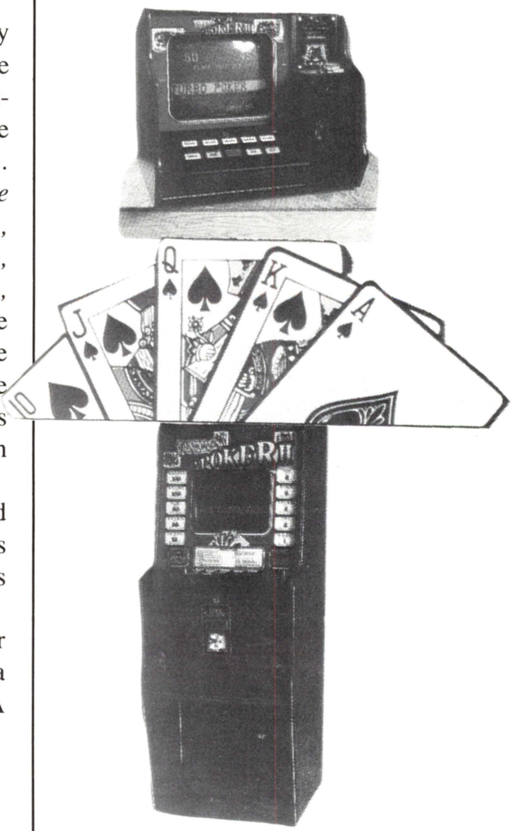
Micro Manufacturing introduces *Turbo Poker II*, a video poker game available in upright or countertop cabinet.

Features include a raise after deal, bonus jackpot, hi-lo bonus hand, extra cards, low pairs win, and automatic draw, deal, and bet.

Skill points are awarded for different poker hands, starting at 100 for a Royal Flush. Other skill points are: 100 for Five of a Kind, 50 for Straight Flush, 25 for Four of a Kind, 10 for Full House, 8 for Flush, 5 for Straight, 3 for Three of a Kind, 2 for Two Pair, and 1 for Pair of Jacks or Better.

The game offers all the same play features in both the upright woodgrain cabinet and the countertop unit.

For more information, or distributor referral, write Micro Manufacturing Inc., 535 Old Nashville Hwy., Lavergne, TN 37086; (800) 248-5487 or (615) 793-5510.



Model 498 CDX

Rock-Ola debuts its new *Model 498 CDX* combination CD/45 phonograph that gives players a choice of their favorite 45 selections or popular CD albums.

The *Model 498 CDX* features a state-of-the-art amplifier, increased power output, and full range crystal-clear sound. The unit comes with built-in remote volume control and has a $1 and $5 bill accepter with stacker.

The streamlined cabinet provides easy viewing of title selections. Chrome detailing on the black cabinet and a vivid front panel in shades of red make an attractive package. Capacity is 200 45 sides and six compact disc album selections.

For more information, or distributor referral, write Rock Ola Manufacturing Corp., 315 S. Rohlwing Road, Addison, Il 60101; (312) 629-9200.

Super Duper Casino Software

U.S. Games introduces intelligent software for its *Super Duper Casino* countertop that makes the game adapt automatically to its location. The new software is included in the *Super Duper Casino* Version 15 (a 15-games-in-one dedicated countertop) and the new game conversion boards.

An AutoSelect function that ensures players can select from the most popular games at a time in a location. The AutoAdjust feature changes the parameters of play of specific games to adjust to the expertise level of the players at that location.

Usually 10 of the 15 available games are selected for players to choose from. The AutoSelect software tabulates the number of plays for each game and removes the least-played game, substituting one of the other five. This rotation process continues and assures that a location always has its favorites.

AutoAdjust works continuously to evaluate play and make appropriate adjustments. It evaluates the skill level of players and increases or decreases the difficulty of play on the games to keep them all challenging. This feature makes takes the guesswork out of game adjusting.

Among the game choices on *Super Duper Casino* are: Rush Hour, Brick-Break, Wizard of Words, Sex Trivia I, Sex Trivia II, Sports Trivia, Draw Poker, U.S. Craps, U.S. Black Jack, and U.S. Chariots. Newest entries include Seven Card Stud Poker, Brick-Break II, USA History/Geography Trivia, Entertainment Trivia, and U.S. Slots.

There are over 5,000 phrases in Wizard of Words and 7,500 questions for all the trivia categories. As a dedicated game the Version 15 can be obtained in nine-inch or 13-inch countertops and mini upright or full-size upright.

For more information, or distributor referral, write U.S. Games, 1346 Oakbrook Drive, Suite 110, Norcross, GA 30093; (800) 448-4263 or (404) 441-2910.

Tetris

Atari Games brings a universal horizontal video kit to the market with *Tetris*, a game best described as "a puzzle in motion."

A mind-teaser that constantly challenges players, it can be enjoyed by one or two players at the same time.

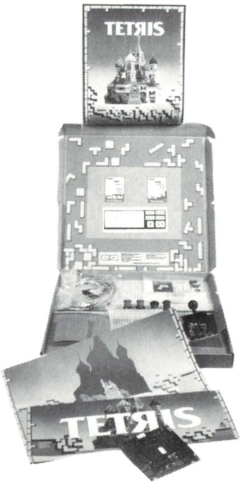
Controls include a joystick and button to move and rotate descending geometric blocks for a total of seven different shapes. One of the seven randomly appears at the top of the screen and starts descending to the bottom.

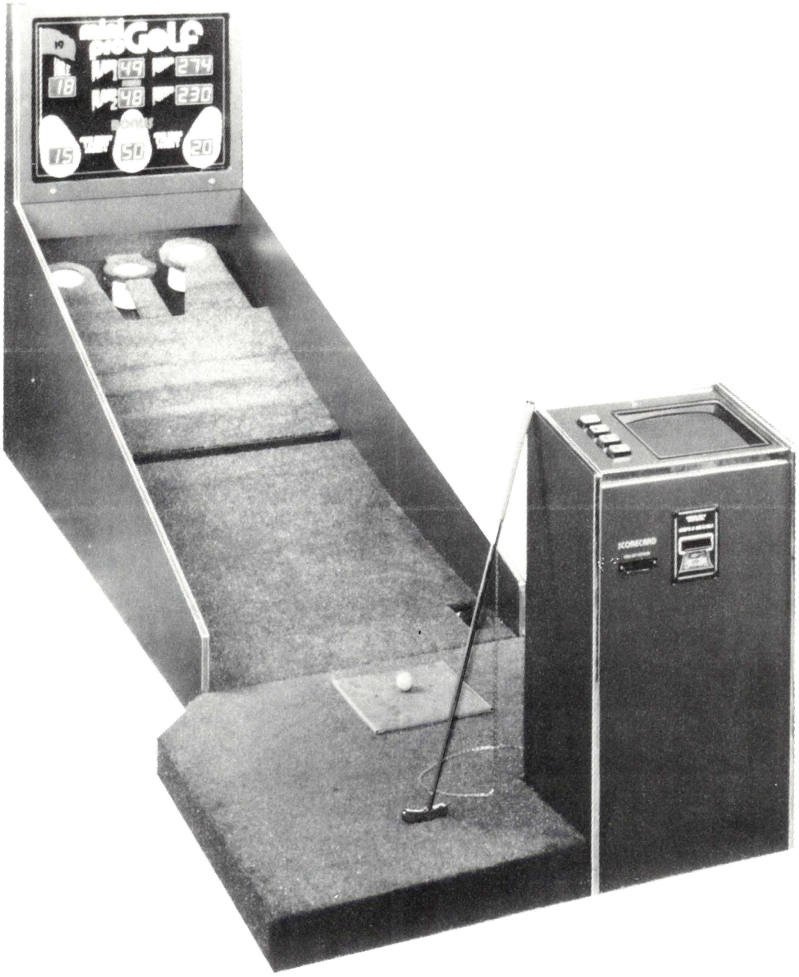
The object of the game is to fit the block pieces together to build solid, horizontal rows before the pieces land. When a row is completed, the entire line disappears and any pieces above it drop one row. Intensity increases as pieces stack higher and higher. The game ends when pieces stack to the top of the screen.

Players select from three difficulty levels and can win bonus points for higher levels. To complete a level, players must meet the given quota of lines for that level. Quotas increase with each round.

Tetris offers game continuation and second player buy-in. The kit comes complete with PCB, controls, JAMMA harness, bezel, attract header, side decals, and control panel decal with clear plexiglass cover.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3748.





Mini Pro Golf

Vari-Tech Co. has added *Mini Pro Golf* to its product line of amusement equipment.

The current version of *Mini Pro Golf* is designed for one or two players to play up to 18 holes of golf. The digital scoreboard displays large LED characters for easy viewing. The video screen ties-in scoreboard figures with other information and gives leasing opportunities for on-location advertising.

Advertising opportunities are also available on the scorecards that contain game results hole-by-hole.

Mini Pro Golf is an arcade/amusement center game. Vari-Tech recently obtained exclusive manufacturing and advertising rights to the game from Tek-Bilt of Willow Grove, Pa. At present, an immediate-win version is being designed to accommodate amusement parks.

For more information, or distributor referral, write Vari-Tech Co., 4520 Spartan Industrial Drive, S.W., Grandville, MI 49468.

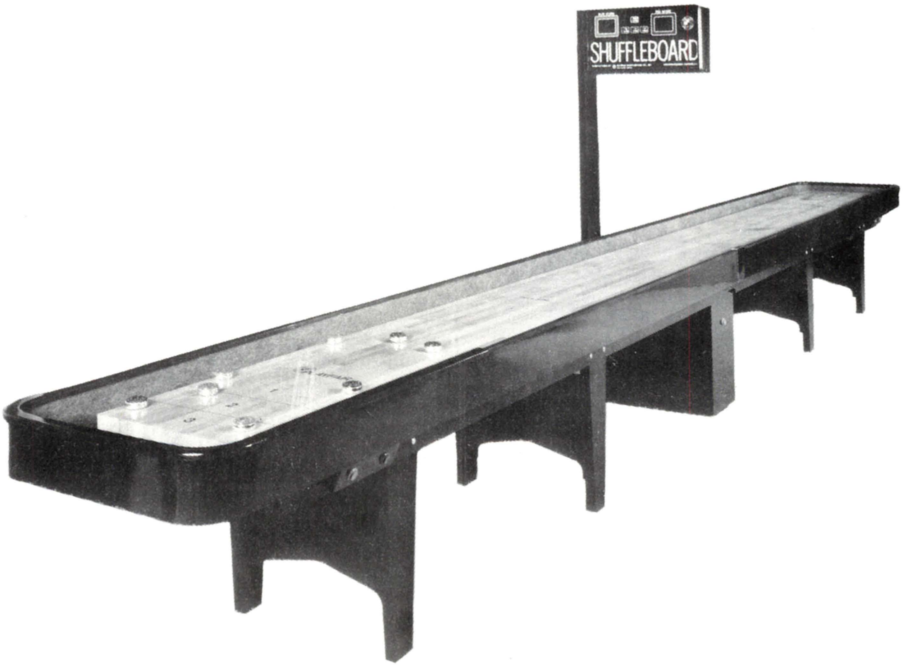
Black Lacquer Shuffleboard

Playfair Shuffleboard has added a custom-designed black lacquer-finish shuffleboard to its line of shuffleboards that come in 24-foot and 16-foot sizes.

Playfair has always been open to custom color designs and ideas from its customers. Features of the black lacquer-finish shuffleboard are the same as those found in other Playfair games. The playing surface is made of three-inch solid maple.

The game is microprocessor-controlled and features over-under cashbox doors, round cabinet corners, and recessed four-foot fluorescent lamps. The cabinet is constructed of poplar, birch, and pine. All accessories are included.

For more information, or distributor referral, write Playfair Shuffleboard Co. Inc., 7021 Bluffton Road, Fort Wayne, IN 46819; (219) 747-7288.



REAL WORLD TESTED

How often have you as an operator been stuck with expensive equipment that either nickel and dimed you to death or needed a major overhaul before it left its first location?

Are your present video game cabinets' leg levelers breaking off? T-molding pealing away? Control panels falling apart?

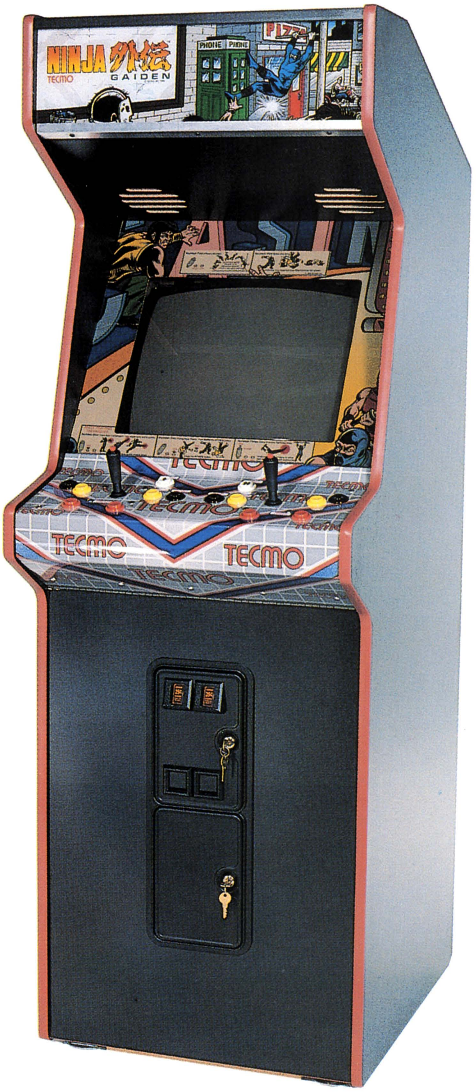
The MH cabinet does not have these problems. We at M.H. live by a simple concept. Real World testing in Real World locations develops Real World reliability.

Here is a cabinet designed to withstand high volume usage.

A cabinet designed for operators!

— Selected Features —

- ☐ Competitively priced.
- ☐ Hard baked plastic finish.
- ☐ One piece wrap around T-molding.
- ☐ Extra large leg levelers.
- ☐ 5 year warranty on 12-amp power supply & 240 volt amp isolation transformer.
- ☐ Extra large universal control panel with pre-punched holes.
- ☐ Works-in-a-drawer for easy game rotation.
- ☐ Vertical or horizontal monitor rotation.
- ☐ Power cord stores inside cabinet for easy moving.



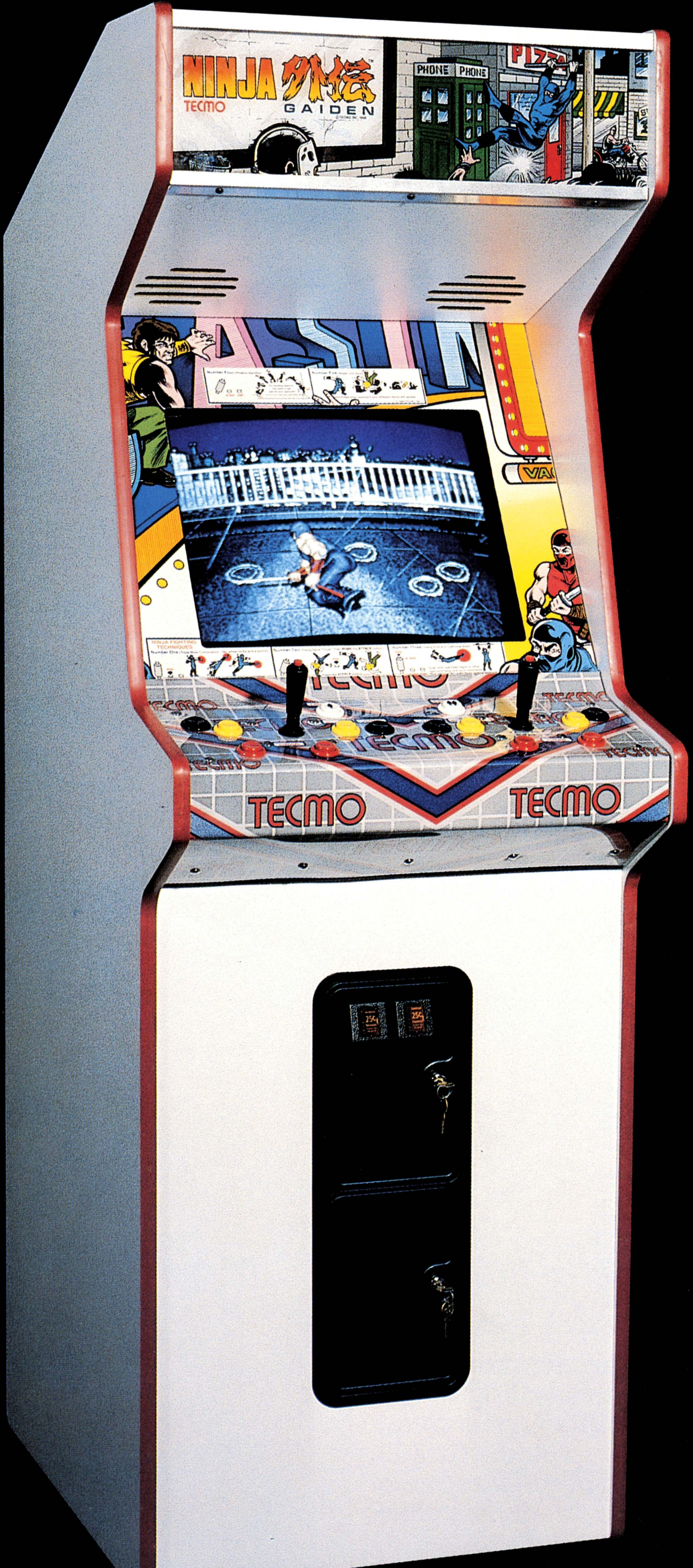
FORM & FUNCTION

The MH cabinet performs as good as it looks. Our pride in craftsmanship and rugged construction create a low maintenance design which protects your kit investment and provides years of profitable performance.

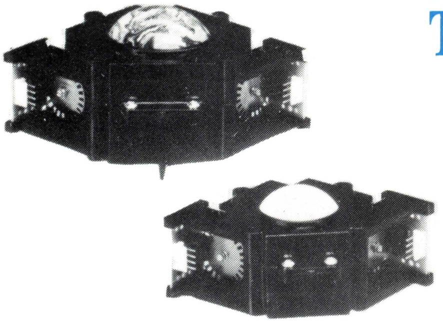
For further information. . .

M.H. ASSOCIATES, LTD
4202 N. 14th Ave.
Fargo, ND 58102
Alaska - ND - Canada
(701)282-7877
1-800-843-5487

MHA C1025 CABINET


NINJA 外伝
TECMO
GAIDEN
PHONE
PHONE
PIZZA
NINJA FIGHTING TECHNIQUES
TECMO
TECMO
TECMO
TECMO
TECMO
TECMO

TRADE ACCESSORIES

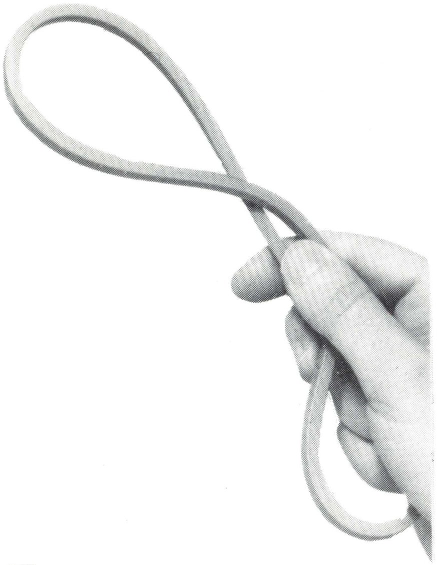


Game controls

Happ Controls has released a complete line of its "Trackball Controls." These rugged, optical-type controls are available with both large- and small-diameter balls. Standard sizes include Model 56-0100-00 with a ball three inches in diameter; there's a variety of colors to choose from for countless OEM applications. Model 56-5500-11 has a ball that's two-and-a-quarter inches in diameter, also with choice of colors.

Trackball Controls are constructed of lexan plastic for long, trouble-free operation. The entire assembly comes in the aforementioned standard models, or it can be customized for particular specifications and applications.

For more information about Trackball Controls or other company products, write Happ Controls Inc., 1251 Pagni Dr., Elk Grove Village, IL 60007; (312) 593-6130.



Epoxy system

Master Bond Inc. introduces a one-component, high-performance flexible epoxy system called EP36. Uses include electrical potting and encapsulation, baked coating, and adhesive applications. It offers a flexible cure schedule to best meet specific processing requirements.

This epoxy compound fully meets Class H service requirements for insulation. It has successfully withstood more than 1,000 hours of service at temperatures as high as 500 degrees. Master Bond EP36 is available in pint, quart, gallon, five-gallon, and drum containers.

For more information, contact James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, N.J. 07601; (201) 343-8983.

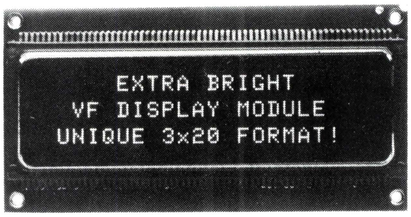
SERVICE REPAIR ADHESIVE TOOL KIT
SERVICE REPAIR ADHESIVES TOOL KIT

Tool kit

Contact East has a service repair adhesive tool kit that will bond virtually any material. It contains five different types of "high-tech" bonding compounds for plastic, glass, metal, ceramic, and rubber.

Also included is threadlocking adhesive for vibration-proof nuts, bolts, and screws. The kit is packaged in a compact molded case that's seven inches by three-and-a-half inches by one inch.

For more information, write Contact East, P.O. Box 786, 335 Willow St. South, North Andover, MA 01845; (508) 682-2000.



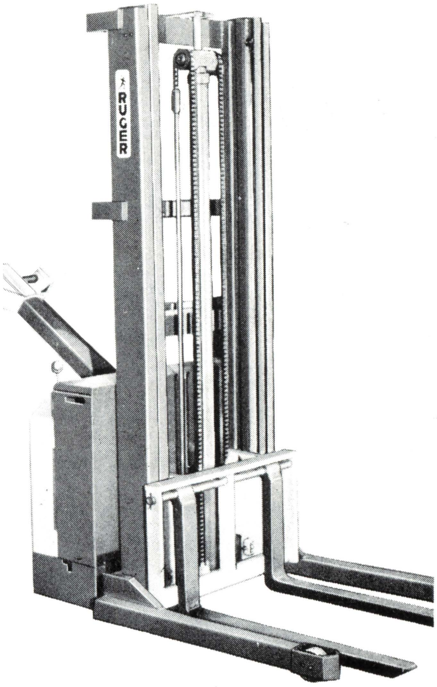
Electronic display

The Industrial Products Division of IEE announces the addition of a new three-line by 20-character "Hi-Brite" display to its family of vacuum fluorescent display modules.

Designated as Model 3600-60-060, this compact "minimum-footprint" module measures five-and-a-half inches by three inches by one-and-a-half inches. The characters are formed from a five by seven dot matrix and are five millimeters high.

It requires only a single +5VDC power supply for operation. An on-board microprocessor controls all of the display functions and easily interfaces to an eight-bit parallel TTL data base. The module displays the full 96-character ASCII font, plus additional European characters and scientific symbols. Availability is four to six weeks ARO, and prices start at $189 each in quantities of 100.

For more information, write IPD Sales, IEE, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, ext. 418.



Equipment catalog

A new condensed catalog from Ruger Equipment shows all of the Ruger products, with basic information, in a six-page format. Included is Ruger's newest rider-type hydraulic floor cranes and fork-lift trucks.

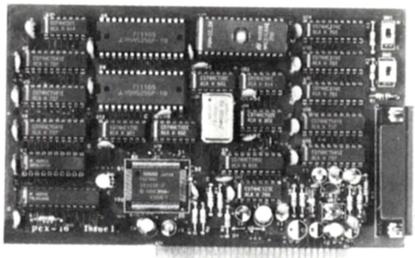
For more information, write Ruger Equipment Inc., 615 W. 4th St., Uhrichsville, OH 44683; (800) 25-RUGER outside of Ohio; (800) 23-RUGER in Ohio.

Laserprint system

Itex Corp. takes desk-top publishing one step further with the advent of the P.A.G.E. II Laserprint System, a self-contained, inkless "printing press" that's ideal for small spaces—less than 20 square feet. Designed for store-front operation, the system can handle all phases of a printing order, from initial concept to final product.

The P.A.G.E. II system is specially designed for small-run jobs, such as invitations, flyers, brochures, bumper stickers, and business cards. For example, starting from conception, it can print up to 100 business cards in less than five minutes. The system also includes a digital scanner for capturing photos and halftones, as well as line art. These can then be edited or used as is.

For more information, contact the Itex Corp., 786 Mountain Blvd., Watchung, NJ 07060; (201) 756-5077.



Interface card

Densitron Corp. announces the release of a new video interface card for operating large graphic, flat panel displays with an IBM compatible PC. It uses a 16-bit wide RAM architecture, combined with a 24 MHz crystal oscillator; this provides a flicker-free image on all flat panel sizes.

Multiple displays can be operated simultaneously with one PC. This product, designated as the PCX10 Series, has such benefits as reduced desk space, portability, and simple plug-in connection. Prices start at $200 each at the 100-piece quantity; delivery is 10 weeks ARO.

For additional information, contact Gordon Gibson, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; (213) 530-3530.

WHAT DOES IT TAKE

for a really big-time operator to operate really big time?

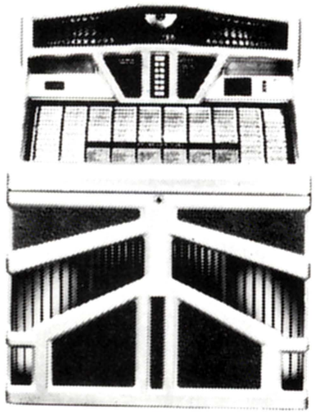
PLAY METER

We can help your business become a big time operation

SUBSCRIBE

504/488-7003

MOVE UP A ROWE.



COMBOSTAR 45/CD COMBINATION JUKEBOX FROM ROWE.

FRONT ROWE VIEW OF THE FUTURE.

THE NEW LASERSTAR CD JUKEBOX FROM ROWE.

Your Choice . . . only the BEST for WISCONSIN from

PIONEER SALES & SERVICE, INC.

Menomonee Falls
(414) 781-1420

Green Bay
(414) 468-5200

DIRECTORY ADDENDUM

[Play Meter's recent Directory Issue is one of the best and most comprehensive we've ever done. We've gotten lots of letters complimenting us on a job well done. I would like to put credit where credit is due and thank Carol LeBell, who, in addition to her accounting duties, took on the mammoth job of compiling the names. As with any list of this proportion, there are bound to be names inadvertently omitted or run with incorrect information. Here are those names we have discovered. If you see any errors or omissions, please call Carol so she can update her list for next year. Thanks for the warm comments on our book. And thanks, Carol, for the dedication... Valerie Cognevich, Editor.]

MANUFACTURERS

Omitted

COIN ACCEPTORS, INC. (COINCO)
300 Hunter Ave.
St. Louis, MO 63124
Phone: (314) 725-0100
FAX: (314) 725-1243
Contact: Ken Hoffman
Product Line: mechanical and electronic coin validating systems, timers, coin doors and lighted pushbutton switches; custom control systems for the vending industry; wall-mount can drink machine

Changes

MERIT INDUSTRIES, INC.
change name of basketball game to Sooper Shooter Basketball

INTERMARK AMUSEMENTS, INC.
2425 E. Camelback Road
Suite 685
Phoenix, AZ 85016
Phone: (602) 957-8000
FAX: (602) 957-1819

DISTRIBUTORS

BAY COIN DISTRIBUTORS
132-10 Jamaica Ave.
Richmond Hill, NY 11418
Phone: (718) 291-5757
FAX: (718) 739-3805
Parts: (718) 526-8383
Sales: (718) 291-5757
Long Island: (516) 542-0011
General Manager: Mitchell Kaufman
Sales Manager: Corey Fieland
Parts Manager: Jack Brennan
Representing: Capcom, Coinco, Data East, Dynamo, Exidy, Fabtek, Grayhound, I.C.E., Kramer, Leland, Mars, Romstar, Seeburg, Smart, SNK, Tecmo

BETSON PACIFIC DIST. CO.
2444 W. Pico Blvd.
Los Angeles, CA 90006
(213) 388-9338
President: Peter Betti
Controller: Scott Miller
Director of Marketing: John Lotz
Sales: John Scarvada & Joe Farney
Parts: Dave Guettler
Representing: Atari, Coinco, Data East, Dynamo, Exidy, Grayhound, Konami, Leland, Mars, Memetron, Merit, Premier, Romstar, Rowe music & vending, Sega, Sharp ovens, Sun, Tecmo, TKW, Vendo, Williams

CONTINENTAL SALES AND SERVICE
5011 Harford Road
Baltimore, MD 21214
Phone: (301) 254-9111
Contact: Vince, Bill, or Jay
Representing: Electro-Sport, Foxtronix, SMS Mfg.
Product Line: full line repair service

WAREHOUSE OF GAMES
4326 Rider Trail
Earth City, MO 63045
Phone (314) 291-0089
President: Barry Schraier
Parts Manager: Fred Winkelman
Service Managers: Steve David and Steve Schoenberg
Office Manager: Karen Martin
Representing: American Shuffleboard, Arachnid, Grayhound, I.C.E., Mars, NSM-Loewen America, Premier, Romstar, Tornado
Product Line: full line repair service

Changes

SUNBELT AMUSEMENT & VENDING SALES CO.
3208 Int'l Place
Irving, TX 75016
Phone: (214) 438-7755
FAX: (214) 438-4820
Toll Free: (800) 442-7744

SUPPORT AND SUPPLY

Omitted

A & A COMPANY
1930 Greenspring Drive
Timonium, MD 21093
Phone: (301) 252-1020
Cable: PARKWAY
President: Irvin Kovens
Sales Manager: Ed Kovens
Product Line: capsules, eggs, stamp vendors, video games, cigarette and candy machines, pinballs, coin counters, and drink vendors

INNOVATIVE INDUSTRIES
2605 Grand Ave.
Carthage, MO 64836
Phone: (417) 358-6891
Toll Free: (800) 344-7467
Telex: 797437 INNOVA CTHG
General Manager: Larry Lloyd
Product Line: 'Lucky Egg' Fred Flintstone and chicken machines; animated toy-filled capsule vending machines

PROFKITS
7540-A West Central
Toledo, OH 43617
Phone: (419) 841-2596
Contact: Bill Beckham, Greg Pesina or John Dugas (508)949-1558
Product Line: conversion kits

Changes

HAPP CONTROLS
1251 Pagni Road
Elk Grove Village, IL 60007
Phone: (312) 593-6130
Telex: 297249 CONTROLS
FAX: (313)593-6137

MR. VEND
9588 Topanga Canyon Blvd.
Chatsworth, CA 91311

ASSOCIATIONS

Omitted

U.S. AIR-TABLE-HOCKEY ASSOCIATION
P. O. Box 25338
Houston, TX 77265
(713) 523-3511
Contact: Mark Robbins
Product Line: tournaments and promotions, player organization

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Ron Kogos (504) 488-7003.

USED NATIONAL VENDORS
BABY BULK X-CHANGERS
$600 Cap. — Quarters only with Bases — Mint Cond.
$1,000 Each

AMUSEMENT MACHINE EXPORTERS
221 N.W. 4th Ave., Hallandale, FL 33009
call: 305-456-1010

TITLE STRIP PROGRAM CO.

200 free title strips with the purchase of the easy-to-use computer title strip program. Print your own song titles. Print a list of all your records at each location . . Over 125 features! $79.95
Call 1-800-950-JUKE (Orders Only)
(301) 268-6103 (for information)
Visa/MasterCard/Choice/American Express

"TITLE STRIP PROGRAM CO."
P.O. Box 333
"RIVA, MARYLAND 21140"

PHOTO MACHINES
WE BUY AND SELL
CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED
SERVING PHOTO MACHINE
OPERATORS SINCE 1951
ED HANNA
P.O. Box 4568
Ithaca, NY 14850
607/257-3333 607/257-3334

BRAND NEW
Large Capacity Condom Vendors
Safe, Secure Investment
Vends 25¢, 50¢, 75¢ & $1.00
A&A Co.
Timonium, MD 21093
(800) 638-6000 or (301) 252-1020

ROUTE FOR SALE

1 2/3 GROSS
AFTER COMMISSIONS

Full line amusement and gaming machine route. Video, Juke, Pin, Pool, Darts, legal Poker and Keno 500 pieces, 150 locations.
Inquire to: 406-761-7458 (Evenings)

CURRENT MARKETING

190 MARYCROFT AVENUE, UNIT #6
WOODBRIDGE, ONTARIO CANADA L4L 5Y1
Tel: (416) 858-1172 • Fax: (416) 856-2462

Current Marketing Specializes in Original Japanese Boards Only

Altered Beast	H2P	$CALL
Bad Dudes	H2P	1,125
Bobble Bobble	H2P	460
Cabal W/C	H2P	$CALL
Double Dragon	H2P	795
Fighting Golf	H1P	830
Ghost & Goblin	H1P	295
Green Beast	H1P	195
P-47	H2P	940
P.O.W.	H2P	1,110
Pyros	H1P	585
Shinobi	H1P	875
V Ball	H2P	885
Vigilante	H1P	575
Twin Eagle	V2P	950

Ajax	V1P	$879
Arkanoid W/C	V1P	190
Berm. Triangle W/C	V2P	335
Chopper 1	V1P	775
Contra	V2P	500
Devastator	V2P	$CALL
Guerilla War W/C	V2P	750
Ikari Warrior W/C	V2P	495
1943	V2P	475
Ninja Emari	V1P	295
Rally Bike	V1P	779
Revenge Of Do W/C	V1P	369
Super Contra	V2P	895
Time Soldier	V2P	475
Twin Cobra W/C	V2P	815

Video Slot Machines

8-Line Video Slot Machine H1P	495
3rd Edition, 88-Line up to 84 Credits	$CALL
2nd Edition, Fever Chance up to 64 Credits	$CALL

EXCELLENT RETURN ON INVESTMENT
$CALL $CALL $CALL $CALL

Coming soon: NINJA GAIDEN, SUPERMAN, ROBOCOP

GREEN

GREEN GAMES

Is your money slipping
through your fingers?
CHECK OUT
THESE PRICES!

SEE US AT THE ACME SHOW IN RENO FOR YOUR EQUIPMENT NEEDS.

USED but not ABUSED, from our routes:

DEDICATED	
Assault	$1,895
Double Dragon	1,995
P.O.W.	1,695
Super Hang On	2,060
Thunderblade	1,560
Guerrilla War	1,495
Hang On	1,450
Ghost Busters	1,225
Main Event	1,525
Dark Adventure	1,160
1943	1,160
Bionic Commando	975
Pole Position s/d	1,150
Spyhunter II	1,550
Spyhunter	930
Rampage	890
Ikari Warriors	850
Gauntlet	780

CONVERSIONS	
Capcom Bowling	$1,150
Silkworm	1,060
Altered Beast	1,250
Pyros	895
Twin Cobra	960
Vigilante	850
Kageki	760
Time Soldiers	785
Thundercade	870
Ajax	950
Renegade	760
Life Force	680
Tiger Road	780
Side Arms	580
Legendary Wings	580
Speed Rambler	560

PINBALLS	
Swords of Fury	$1,850
Space Station	1,575
Pinbot	1,450
Big Guns	1,345
Victory	1,275
High Speed	1,345
Fire	1,295
Millionaire	975
F-14	995
Road King	965
Comet	915
Genesis	820
Raven	750
Rock	620

ALSO:
Wide Selection of Used
Jukeboxes Available Now
All Kinds — Call For List!

SPECIALS

Continental Circuit	$2,175
Devestators	1,650
Rough Rangers	1,375
GTI Bank Shuffle (new)	1,375
Arachnid Model 6000 (new)	1,695
Arachnid Model 4500 (new)	1,295
Dynamo Fooseball (used)	595

Cocktail cabinets starting at $395

WE HAVE ALL THESE AND LOTS MORE!

10″ Skee Balls • 13″ Skee Balls
14″ Skee Balls • Treasure Island
Silver Jackpot • Roller Bowlers
Single, Double and Triple Cranes
2 and 3 Player Whack-A-Moles
Arm Wrestlers • Putter Golf
And Lots More!

ANNUAL SOUTH CAROLINA COIN OPERATOR'S SHOW
Best Show In The Southeast — March 2 to March 4

GREEN COIN'S ANNUAL COIN MACHINE AUCTION

Friday, March 3 at 10:00 a.m.
National Guard Armory, Bluff Road, Columbia, S.C.

3701 I-55 South - Jackson, Mississippi - (601) 371-1000, ask for Jan
150 Jet Port - Industrial Park - Myrtle Beach, South Carolina - (803) 626-1900, ask for Royce
627 Monroe - Memphis, Tennessee - (901) 521-1234, ask for Jan

USED VIDEO CARD GAMES

ELECTRO-SPORTS: Mod. 1, 2, 3, 34, 39 & 540, Super Pokers & Super Dwarfs
PRICES START AT $495

IGT: 80's, 90's, Castles and Wild Ones. CALL FOR PRICES!

KRAMERS: High-Lows, 2000, 3000 & 6000, Riverboats and Jackpot Bonus
PRICES START AT $695

MERIT: Chicken Draw, Dodge City and 4-players. PRICES START AT $495

OMEGA: Derringer, Double Up and 905 Wild Double Up
PRICES START AT $995

SMS: PRICES START AT $795, or "BAKERS DOZEN"

ALSO AVAILABLE:
THE ALL NEW CLASSIC 88 POKER and THE ALL NEW SUPER DRAW!

Call us for a personal demonstration of the all-new Super Draw Hi-Low Double Up Poker that has the most capable technology of all Hi-Low Double Up Boards!

COIN MACHINE

M & P AMUSEMENT

658 West Market St. • York, Pennsylvania 17405

(Phil) **(717) 848-1846** (Terry)

FAX # (717) 854-6801 (Mike)

WANTED

$1 & $5 Changer MC35
with double stacker
Big Choice Triple Crane
Big Choice Single Crane
Hollywood Single Crane
Kiddie Rider
Knockdown (meltec)
New York New York Pusher
Penny Falls
Silver Skis
Splash Down
Out Run (s/d)

SOFTWARE & KITS FOR SALE

Hat Trick (soft)	$150
Indiana Jones (soft)	150
Night Stocker (soft)	100
Road Runner (soft)	150
V.S. Baseball (soft)	150
V.S. Soccer (soft)	150
Altered Beast (Kit)	1095
Rough Ranger (Kit)	545

PINBALLS FOR SALE

Big Gun	$1095
Comet	995
Cybernaut	595
Cyclone	2250
Genisis	795
Goldwing	895
High Speed	1095
Hollywood Heat	795
Lazer War	945
Party Animal	895
Pinbot	1395
Road King	650
Space Shuttle	650
Special Forces	750

VIDEOS FOR SALE

After Burner (u/r)	2195
After Burner (s/d)	6195
Ajax	950
Alien Syndrome	775
Altered Beast	1295
Arkanoid	495
Bad Dudes	1795
Bionic Commando	750
Birdie King	650
Black Tiger	495
Boot Camp	795
Cheyenne Gun	795
Choplifter (u/r)	395
Choplifter (s/d)	495
Commando	450
Contra	995
Cross Bow	550
Crown's Golf	750
Double Dragon	1650
Dwarf Den	945
Empire City	495
Enduro Racer (u/r)	1295
Enduro Racer (s/d)	1995
Express Raider	350
Forgotten World	1750
Galaga	550
Gimme A Break	995
Ghost 'n Goblin	450
Gladiator	450
Gondomania	695
Gunsmoke	425
Hat Trick	895
Hang On	1295
Heavy Weight Champ	1895
Indiana Jones	850
Ikari Warrior	895
Jailbreak	350
Karate Champ	450
Kung Fu Master	595
Main Event	1295
1943	895
Operation Wolf	2195
Outrun	2195
Paper Boy	1295
Pixel (Cal Omega)	945
Pole Position I	795
Pole Position 2	995
Quarter Back	1750
Rampage	895
Rastan	895
Red Line Racer	895
Revenge of Doh	500
Rygar	495
Ring King	450
Road Blaster	1750
Shinobi	1245
720°	2100
Shooting Master	1095
Silkworm	950
Sky Shark	695
Space Warrior	1095
Spy Hunter	650
Street Fighter	1595
Super Hang On (u/r)	1750
Super Hang On (s/d)	2200
Tecmo Bowl	1750
Thunder Blade	1750
Tiger Heli	495
Time Soldier	595
Trojan	450
Two Tiger	395
Victory Road	795
Vigilante	1195
World Series	595
Xenophobe	695

USED NATIONAL VENDORS
BABY BULK X-CHANGERS
$600 Cap. — Quarters only with Bases — Mint Cond.
$1,000 Each

AMUSEMENT MACHINE EXPORTERS
221 N.W. 4th Ave., Hallandale, FL 33009
call: 305-456-1010

JOHNSTON'S GENERAL STORE
VIDEO GAMES

Open
Evenings!

Bill Johnston
11 Greenfield Street
Buffalo, NY 14214 USA
(716) 838 3038
FAX (716) 834 3233

Phone now for parallel PCB's!

---

45 RPM STORAGE BOXES

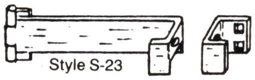
Holds 200 records. Triple thick front/back walls. Double thick sides/bottom. Lift-off lid. Tote grips. $4.50 each. Min. order 5. Add $4 shipping and handling.

Visa/Mastercard/Choice/American Express.

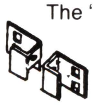
1-800-950-JUKE (Orders Only)
(301) 268-6103 (for information)

TITLE STRIP PROGRAM CO.
Box 333, Riva, MD 21140

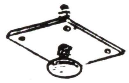
NEW BARS —
NEW 800 NUMBER —
NEW ADDRESS



WIPE OUT THEFT BAR!
Designed for all games, excellent for pinball. Hidden hinge.



The "L" Hasp Plus — A cover for your padlock shackle will discourage break-in. Style S-24.



Syle S-26
Cabinet
Leveler

Better quality, lower price, that's the goal for A-1 Products.

A-1 "SAFE"
Model S-25 is a new COIN DOOR to replace existing lightweight doors.

A-1 Products
Rt. 1, Box 654A, Hwy. 101
Beaufort, NC 28516
Ph. 1-800-STANS A-1
1-800-782-6721
1-919-728-5311

See us at the A-1 Products Booth 629. ACME in Reno and get a FREE T-shirt or cap with your show order.

The Game Exchange

CALL TOLL FREE
OUTSIDE OHIO
1-800-848-0110
IN OHIO
1-800-848-1514

We Save You Money

1590 Alum Creek Drive
P.O. Box 09598
Columbus, Ohio 43209-0598
(614) 258-2933
Fax (614) 258-2940

FACTORY CONVERSION KITS

Capcom Bowling (V)	**CALL**
Devastators (V)	**CALL**
Final Round (H)	**CALL**
Ikari III (H)	**CALL**
Ninja Gaiden (H)	**CALL**
P.O.W. (H)	**CALL**
Play Choice 5 (S)	**CALL**
Robo Cop (H)	**CALL**
Superman (H)	**CALL**
Tetris (H)	**CALL**
Thunder Cross (H)	**CALL**
Tough Turf (H)	**CALL**
Legend of Makai (H)	**$495**
Rough Ranger (H)	**$495**
Kung Fu Master (H)	**$199**

VIDEO GAMES

Super Off-Road	**NEW**
Ikari III	**NEW**
Double Dragon II	**SPECIAL**
Final Lap S/D	**$8995**
P.O.W.	CALL
Bad Dudes (25″)	CALL
Toobin	1995
Road Blaster	1895
Devastators	1195
Rough Ranger	895
Chopper I	$895
Vigilante	895
Ikari Warrior	895
Haunted Castle	795
Black Tiger	795
Ghostbusters	795
Speed Rumbler	695
Ghost 'N Goblins	695
Alcon	595
Kung Fu Master	595
Double Dribble	$595
Commando	595
Karate Champ	495
UFO Robo Dangar	495
Gunsmoke	495
Mat Mania	495
Iron Horse	399
Jail Break	399
Shanghai Kid	399

USED BOARDS

Battle Lane (V)	$ 49
Big Event Golf (V)	795
Blades of Steel (H)	695
Bubble Bobble (H)	495
Chopper I (V)	595
Commando (V)	249
Double Dribble (H)	199
Galaga (V)	199
Ghostbusters (H)	399
Great Swordsman (H)	99
Haunted Castle (H)	495
Jailbreak (H)	$149
Karate Champ (V)	299
Kung Fu Master (H)	199
Mag Max (H)	199
Mat Mania (V)	199
Moon Patrol (H)	49
1942 (V)	399
1943 (V)	495
Rush 'N Attack (H)	249
Shanghai Kid (H)	149
Shinobi (H)	$795
Shoot Out (H)	149
Side Arms (H)	299
Speed Rumbler (V)	399
Sky Shark (V)	495
Ten Yard Fight (H)	199
Top Gunner (V)	299
Touchdown Fever (V)	299
Vigilante (H)	495
Wonderboy (H)	399

All boards include Pinout . . . Kit Pack—includes harness, graphics, joy sticks, buttons—only $60 with purchase of used board.
Quantities of all boards and used games limited.

WE EXPORT
LARGE QUANTITIES
OF
LOW COST BOARDS
Available for export–CALL

**TRADE-IN
YOUR USED P.C.
BOARDS–CALL
US TODAY**

QUANTITY DISCOUNTS
Buy 2 or more
kits or boards and
get a discount–call
for quotes

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

IN OHIO
1-800-848-1514

MARCH 1989

VIDEO CONNECTION

100% COMPLETE FACTORY KITS

ROBOCOP, P.O.W., BAD DUDES	CALL
FIGHTING GOLF (Top Golf Game)	Closeout
NINJA GAIDEN (Absolute Top Earner)	$1,395
P—47 (2 Pl. W W II Fighter Plane)	$975
DEVASTATORS (2 Pl. Commando Combat Action)	$895
GUERILLA WAR (2 Pl. Siml. Top Earn Mystical Combat)	$875
DOUBLE DRAGON (Top earning 2 Pl. Karate)	$875
THUNDERCADE (2 player, Motorcycle G.I. Combat)	$595
KAGEKI (2 Player simultaneous Boxing Action)	$595
KURI KINTON (Hottest new Kung-Fu Kit)	$595
VIGILANTE (hot street fight action)	$595
SILKWORM (2 Pl. Siml. Heli. & Jeeps — RAT PATROL)	$595
1943 (2 Player simultaneous Advanced Version of 1942)	$550
TIME SOLDIER (2 player Ikari Warrior Style-Top Earner)	$495
GHOSTBUSTERS (2 Player, siml. Haunted Ghost House)	$495
TERRA FORCE (space combat action adventure)	$495
SKY SHARK (WW I Bi-Plane Shoot 'em up)	$495
IKARI WARRIORS (2 Player Top Rated RAMBO Combat)	$495
V.S. UNI-SYSTEM FOR: PAC, MS. PAC, DONKEY, OR JR.)	CLOSEOUT
BLACK TIGER (Rastan style Medieval Combat)	$495
RAD ACTION (like Bubble Bubble & Kid Niki)	$495
BIONIC COMMANDO (Telescoping Arm and Grappling Hook)	$475
AMERICAN SPEEDWAY (2 player w/steering wheels)	$450
VICTORY ROAD (2 Pl. Siml. IKARI WARRIORS)	$450
RENEGADE (Street Fight like Double Dragon)	$395
EMPIRE CITY 1931 (Shoot Gangsters W/ your gun)	$395
KID NIKI, RADICAL NINJA (Top earning kit)	$395
LEDGENDARY WINGS (2 Player GALAGA styled Space Advent.)	$395
LEGENDS OF KAGE (Ninja Knives and Throwing Stars)	$395
GHOSTS & GOBLINS (Zombies in a Haunted Graveyard)	$375
EXERIZER (Latest Hot Space Blaster)	$350
BALLY BLASTED (2 Pl. Siml. like EMPIRE CITY)	$350
ALCON (Strong Earning Space Blaster)	$350
COMMANDO (WWII combat w/guns & grenades)	$350
DOUBLE DRIBBLE (2 player realistic Basketball Action)	$350
U.F.O. ROBO DANGAR (Transformer Robots Gone Wild!)	$350
KUNG-FU MASTER (Top Martial Arts Earner)	$295
TROJAN (Like Ghosts & Goblins, w/new updated chip)	$295
SPEED RUMBLER (Hot Rod Driving Adventure)	$295
JAIL BREAK (R-Rated Prision Hostage Drama)	$295
CHOPLIFTER (Helicopter Hostage rescue drama)	$295
RUSH N' ATTACK (POW Commando Rescue Mission)	$250
SUPER QIX (Excllent Adult Bar piece also for C.T.)	$250
MISSION 660 (Space Blaster w/ Contiuation feature)	$250
EXPRESS RAIDERS (Old West Train Robery action)	$250
NIGHT STOCKER (shooting, with steering wheel for Sente)	$195
KICKER (Kung-Fu Kick & Jump Action)	$150
VS TOP GUN (Hottest new jet fighters)	$150
V.S. CASTLEVANIA (Holloween Haunted Castle)	$95

BUY 2 KITS & SAVE $50 ON MISSION 660 OR RUSH N' ATTACK
BUY 3 KITS & SAVE $100 ON MISSION 660 OR RUSH N' ATTACK

JAMMA Wire Harnes with Labled Wires	$20
Control Panel Button LABEL SHEET - 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.)	$29

Buy, Sell or Trade

CALL OR WRITE FOR FREE NEWSLETTER:

"The Conversion Kit Hit Parade-over 150 Kits Listed"

FREE with order of any TWO Kits —
Control Panel Button Label Sheet *or*
SUPER MARIO BROS. Update Chip

916/678-5189 916/678-1313
930 JEFFREY LANE, DIXON, CA 95620

COMPUTER SOFTWARE

FOR THE
GAME ROUTE OPERATOR
*** CAMS ***
**** ROUTE MANAGEMENT SYSTEM ****
A POWERFUL, FAST EASY TO USE SYSTEM

- INCREASE YOUR PROFITS
- LOCATION AND MACHINE HISTORY
- IDENTIFY NON-PROFITABLE MACHINES AND LOCATION
- PRINT COLLECTION SHEETS
- SUPER EASY/FAST REVENUE ENTRY
- PRINTS 1099S
- ROTATION ADVISOR
- NUMEROUS STATISTICAL & ROI REPORTS
- FREE UPDATES

AND MUCH MORE!
FOR ONLY $995

30 DAY MONEY BACK
GUARANTEE
DEMO DISK AVAILABLE
FOR IBM PC, XT, AT &
COMPATIBLES
FREE BROCHURES

WRITE OR CALL:
E-SOFT SYSTEMS
1276 RED PINE CIRCLE
BAXTER, MN 56401
218/829-4743

ALSO AVAILABLE
*** CALMS ***
**** DART LEAGUE MANAGER ****
**** POOL LEAGUE MANAGER ****
**** CRICKET LEAGUE MANAGER ****
TURN HOURS OF WORK INTO MINUTES

- AUTOMATIC SCHEDULERS
- SUPER EASY/FAST SCORE ENTRY
- TRACKS TEAM & PLAYER ACHIEVEMENTS
- SIMPLIFIES AWARDING TROPHYS & PRIZES
- TRACKS TEAM FINANCIAL INFORMATION
- NUMEROUS REPORTS & LISTINGS AND MUCH MORE!

FOR ONLY $395 EA.
MULTI-PACKAGE DISCOUNTS

BC-9 Conversion Kit

SAVES HUNDREDS OF DOLLARS FROM BUYING NEW CHANGERS

Convert your BC-9 into a BC-35

ALSO AVAILABLE

- Bill Changers / Acceptors
- 1 & 5 Conversion for your $1 changer
- New & Used Equipment
- Parts
- Service Center for your equipment
- Rebuilt Bill Verifiers to save $$

SAVE MONEY & DOWNTIME

CHANGETEC

3725 S. Division
Grand Rapids, MI 49508
616-245-8235

SWITCHING POWER SUPPLY For all VIDEO GAME

- OVERLOAD PROTECTION
- BUILT-IN EMI FILTER
- BEST AFTER SERVICE
- HIGH QUALITY, BOTTOM PRICE
- HIGH EFFICIENCY
- SHORT CIRCUIT PROTECTION ON ALL PRODUCTS

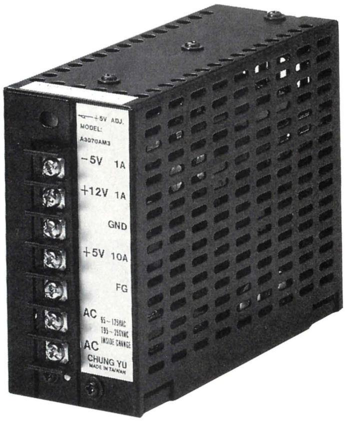
MODEL	AC IN	DC OUTPUT
A3055AM3	95~125V or 195~250V	5V7A/12V1A/–5V1A
A3070AM3		5V10A/12V1A/–5V1A
A3059AM3		5V7A/12V1A/–12V1A
A3074AM3		5V10A/12V1A/–12V1A

SIZE: 50(W)×100(H)×140(D) mm N.W.: 0.6 KG
1.97 ×3.94 ×5.51 inch 1.32LB

FLYBACK
IRON

7 A

10A


+5V ADJ.
MODEL:
A3070AM3
-5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3055AJ3	95~125V or 195~250V	5V7A/12V1A/–5V1A
A3070AJ3		5V10A/12V1A/–5V1A
A3059AJ3		5V7A/12V1A/–12V1A
A3074AJ3		5V10A/12V1A/–12V1A

SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

7A

10A

+5V ADJ.
MODEL:
A3070AJ3
-5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3080AL3	95~125V or 195~250V	5V12A/12V1A/–5V1A
A3100AL3		5V15A/12V2A/–5V1A
A3120AL3		5V18A/12V2A/–5V1A

SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

PWM
ALUMINUM

12A

15A

18A

H
+12V2A
-5V1A
GND
GND
+5V15A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN R.O.C.
MODEL: A3100AL3

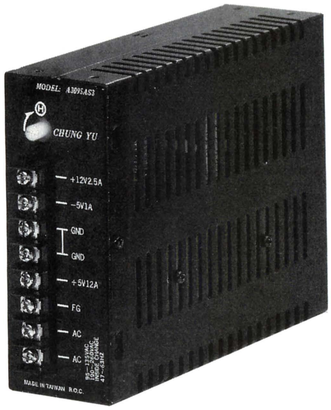
MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/–5V1A
A3100AS3		5V 15A/12V 2A/–5V1A

SIZE: 50(W)×125(H)×156(D) mm N.W.: 0.67 KG
2 ×4.90 ×6.15 inch 1.5LB

PWM
ALUMINUM

12A

15A


MODEL: A3095AS3
H
CHUNG YU
+12V2.5A
-5V1A
GND
GND
+5V12A
FG
AC
AC
MADE IN TAIWAN R.O.C.

CHUNG YU ELECTRONICS CO., LTD.

P. O. BOX 30-535 TAIPEI, TAIWAN, R.O.C.
FAX: 886-2-397-1968 TLX: 24451 CYELEC
TEL: 886-2-392-0746, 886-2-341-4596

PLAY METER

The magazine operators read, the magazine operators believe

The World's Leading
Amusement Machine Trade Publication

GAME BOARD REPAIR

Specializing in Draw 80, S.M.S.,
Foxtronix, Electro Sport,
Kramer and others.

24 HOUR SERVICE
(on request)

NEW VIDEO GAMES
Draw 80, S.M.S., Foxtronix

NEW CRANES
S.M.S. — Deluxe and Gobbler

Continental Sales and Service

5011 Hartford Road
Baltimore, Maryland 21214

(301) 254-9111

Ask for Vince, Bill, or Jay

WANTED:
-Dead or Alive-
OLD
USED
P.C.B.s
★
CALL
1-800-542-4263

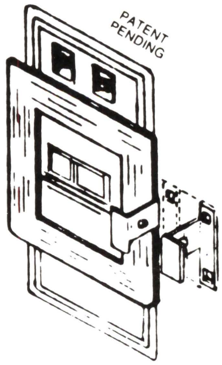
Our company will purchase game rooms or arcades for cash. Also interested in resort-tourist or other high traffic locations. Our credentials include fifty-five years in the game business. Please call or write to:

$ CARL SCHMITT $
1405 W. Diversey Blvd.
Chicago, IL 60614
312/281-8211

THIEVES BEWARE!

OVER/UNDER
DOOR BAR

Fits ANY
2 Door Game
with 1 Padlock



PRICED LOW —
Depending on
quantity ordered

QUALITY FEATURES: Hidden hinges, welded non-removable hinge pin, padlock shackle covered to discourage bolt cutters, heavy construction to prevent break-in.

ORDER TODAY. MODEL S-19

A-1 PRODUCTS
Rt. 1 Box 654A
Beaufort, NC 28516

TOLL FREE 1-800-STANS A-1
or 919-728-5311 (800-782-6721)

CALL THE 'EXPERT'

Frank "The Crank" Seninsky
President

Alpha Omega
Sales

6 Sutton Place, Edison, NJ 08817
(201) 287-4990
FAX # (201) 287-3079

Special of the Month

BRAND NEW!!
ALL METAL
SHOOT TO WIN II
BASKETBALL
ALL CLEAN SWEEP CRANES
WITH FREE ROWE DBV!

SUPER "CRANK" SPECIALS

Bad Dudes — $1395
Double Dragon — $1495
Main Event — $1295
Quarterback — $1295

"CRANK" SPECIALS:

Afterburner	$1795	Devastator	$1495	POW	$1795
A P B	995	Hot Rod	1495	Tecmo Bowl (4 player)	1895
Assault	1795	Lotto Fun Token Hopper	1895	Thunderblade U/R	1495
Continental Circuit U/R	1595	Operator Wolf	1895	Toobin'	1495

VIDEO GAMES	
Altered Beast	$1195
Ajax	695
Blasteroids	995
Boot Camp	1495
Contra	995
Cont. Circuit S/D	2495
Danger Zone	995
Dark Adventure	995
Dragon Spirit	995
Forgotten Land	1495
Gauntlet	695
Guerilla War	1295
Gridiron Fight	795
Hat Trick	995
Ikari Warrior	795
Kick & Run	595
Kung Fu Master	595
Max RPM	795
Out Run	2495
Pole Position	795
Playchoice 10	1795
Punchout	695
Ninja Warrior	2295
Roadblasters	1795
Rolling Thunder	1795
Rastan	695
Rampage	695
Shooting Master	995
Silkworm	995
Space Harrier	995
Super Sprint	1795
Super Contra	1295
Super Hang On Mini	1795
Sky Soldier	995
Time Soldier	795
Terra Force	795
Thunderblade S/D	2995
Turbo	695
Touchdown Fever	995
Vindicator	1495
Vigilante	995
Victory Road	595
World Series	695
Xybot	995
Xenophobe	795
1943	695

REDEMPTION GAMES	
Big Choice	1495
Fantasy Island 4 Player Rotary	2895
Lotto Fun Hopper	1895
Skill Dozers	CALL

PINBALLS	
Arena	995
Big Guns	1395
Diamond Lady	1495
Dungeons N Dragons	1495
Fire	1295
F14	995
Genesis	795
Highspeed	1595
Hollywood Heat	795
Lost World	1495
Millionaire	995
Party Animal	1295
Secret Service	1395
Space Shuttle	895
Space Station	1495
Spring Break	995
Swords of Fury	1495
TX Sector	1295
Victory	1195

ALL USED GAMES
ARE GUARANTEED

NEW CRANES!	
Big Choice	Call
Clean Sweep	Call
Single, Super Single and Jumbos	Call
Action Claw	Call

WE SELL THE BEST FOR LESS WE SELL LESS THAN THE BEST FOR LESS YET!

WE BUY — WE SELL — WE TRADE

KIDDIE RIDES

	NEW	OUR Refurbished PRICE	SAVE
Hydro Helicopter	$3895	$1995	$1900
Blue Bell Train	2895	1595	1300
Hot Air Balloon	2795	1495	1300
Santa Fe Train	2845	1595	1300
Motorcycle	2895	1595	1300
Rolls Royce	2995	1695	1300
Space Capsule	2795	1395	1400
Moon Rocket	2795	1395	1400
Ferris Wheel	3295	1595	1700
Horse	2595	1595	1000
Space Shuttle	3295	1695	1600

PLUS OVER 100 OTHERS IN STOCK – STARTING AS LOW AS $495

WARRANTY

All refurbished equipment — 100% — 30 days on everything, plus new extended 5-month 50/50 warranty.

ARCADE SPECIALTY AND NOVELTY ITEMS:

Whac-a-Mole
Water Guns
Cartoon Machines
Chicken/Egg Machines
Bio-Rhythms
Arm Wrestlers
Bowlers
Reaction Machines
Love Testers

Sweet Licks
Money Machines
Balloon Machines
Scales
Inflatables
Punching Bags
Roll-Down Games
Analyzers
Sex Testers

Skee Balls
Log Rolls
Hockey Games
Name Stampers
Boom Balls
Shuffle Alleys
Quiz Machines
Grid Testers
Astrology Machines

CARNIVAL AND PARK EQUIPMENT (MAJOR RIDES)
BOTH TRAILER MOUNTED AND STATIONARY

We Pickup & Deliver Anywhere in the U.S.A.

THIS ISN'T SHOW BUSINESS, THIS IS BUSINESS!!!

VISIT OUR PLANT AND SEE OUR LARGE SELECTION . . . WE'LL PAY FOR YOUR AIRLINE TICKET! (CALL FOR DETAILS.)

THE AMUSEMENT EQUIPMENT EXCHANGE, INC.

FORMERLY: THE KIDDIERIDE EXCHANGE INC.

1203 FIFTH AVENUE, ROCK ISLAND , IL 61201

CALL (309) 788-0135

REPAIR COURSES ON VIDEOTAPE

For video games & pinballs. All courses $29.95 each. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These television classroom videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments	$29.95
Video game repairs	29.95
Pinball repairs	29.95
The best money-making techniques I know	29.95
How to use a volt-meter	29.95
How to use an oscilloscope	29.95
How to use a logic probe and logic pulser	29.95
How to solder like a pro	29.95

BASIC ELECTRONIC SERIES

For beginners and technicians alike. The "All About" tapes will teach you nearly everything that goes wrong with each type of part and how to find it.

These tapes and the others in this series are intended to aid you in finding the troubles of medium difficulty that occur.

Even experienced technicians should learn enough from these tapes to repair more equipment every week.

All About resistors	$29.95
All About capacitors	29.95
All About inductors pt. I (includes inductors , transformers, flybacks, pinball coils, solenoids)	29.95
All About inductors pt.II (includes magnetic clutches, relays of all types)	29.95
All about diodes (includes rectifiers, SCR's, triacs, LED's)	29.95
All About transistors	29.95
How to Read schematics pt.I (covers monitors, how to find monitor problems with wiring diagrams, gives symtoms, where to look, covers both Raster Scan & XY monitors)	29.95
How to troubleshoot digital Intergrated Circuits (includes micro processors, what goes wrong & how to find it, how to use the best literature on IC's and where to get it)	29.95

Send payment with order
or add $2.00 for COD

VIDEO REPAIR SCHOOL
P.O. Box 121, Glen, MS 38846
(601)287-1594

CRANE PARTS

BELGIUM STYLE
CRANE MECH.
$299.00
MADE IN U.S.A.

EXTREMELY RELIABLE:
NYLON GEARS
BRONZE BUSHING
CHROME SHAFTS
CHROME COVERS
WIRED & TESTED

COMPLETE KIT
$649.00
SOLID STATE
MICRO PROCESSOR
MANY GAME OPTIONS

KIT INCLUDES:
POWER SUPPLY, XFORMER JOY STICK, LED DISLPAY, BELGIUM STYLE MECH., MICRO PROCESSOR BOARD, COUNTER & COMPLETE SET OF WIRE HARNESSES

OMNI PRODUCTS
417/485-7505

AUTOMATED TOP QUALITY WIRE HARNESS

VIDEO VENDING
and
SPECIAL REQUIREMENTS
Prices start at $15
Price quotes
VOLUME DISCOUNTS

All top quality machine made. Color conversion units for Nintendo monitors. Simple installation instructions furnished. $22. Monitor board repair-Wells Gardner 13K/19K and Electro Home G07.

LOUISE'S HARNESS SHOP
Rt. 3, Box 72
Prattville, AL 36067
1-800-365-1941 205/365-1841

We also have a TRUCK MAINTENANCE program!
We also have a PARTS MAINTENANCE program!

COMPUTER SOFTWARE

BY OPERATORS . . . FOR OPERATORS . . . We've put together the finest ROUTE MANAGEMENT SOFTWARE PROGRAM that has ever been written!

* Over 150 operators are using this software to manage their routes profitably . . . from Hawaii to Puerto Rico, from Canada to Mexico and have been operating it since January 1, 1985. It's a ROUTE MANAGEMENT TOOL that will tell you everything you need to know in order to run your route professionally. The instant graphics on every location and every machine in that location are all the marketing tools you'll ever need!

REMEMBER OUR GUARANTEE: Not 30 or 60 days, but 365 days! If you find anything that's faster and better, we will also buy it and cheerfully refund your money!

THE SILENT PARTNER

3441 South Park • Springfield, IL 62704 • A DIVISION OF ALL STAR MUSIC, INC.

(217) 793-3350

CALL US FOR THE NAMES OF PEOPLE IN YOUR AREA THAT ARE USING THIS!!!

EUROMAX

THE LEADING EUROPEAN VIDEO PCB DISTRIBUTOR NOW IN THE U.S.A. SUPPLYING ONLY ORIGINAL LICENSED PCBs FROM STOCK

	Altered Beast	9/88	(J)	H	2PI	
NEW	Battle Ranger	1/89	(J)	H		
	Cabal	9/88	(J)	H	2PI	
	Devastators	9/88	(J)	V	2PI	
NEW	Double Dragon II	1/89	(J)	H	2PI	3
	Dragon Ninja	6/88	(J)	H	2PI	
	Final Round	12/88	(J)	H	2PI	
	Guerilla Wars	11/87	(J)	V	2PI	
	Hot Chase	12/88	(J)	H	Driving	
	Image Fight	11/88	(J)	V		
	Last Duel	6/88	(J)	V	2PI	
	Main Event	6/88	(J)	H	4PI	
NEW	Mirai Ninja	1/89	(J)	H	2PI	
NEW	Missing In Action	1/89	(J)	H	2PI	3
	Ninja Gaiden	12/88	(J)	H		
NEW	Ordyne	1/89	(J)	H	2PI	
	P.O.W.	9/88	(J)	H	2PI	3
	RoboCop	10/88	(J)	H		
	Shinobi	1/88		H		
	Sky Soldier	8/88	(J)	V	2PI	
NEW	Splatter House	1/89	(J)	H	2PI	
NEW	Superman	1/89	(J)	H		
	Super Ranger	4/88	(J)	H	2PI	

Over 100 different games constantly in stock.
Please telephone or fax for latest lists and prices.

Telephone = Fax Today

44-262-601006 Tel.
44-262-400068 Fax

Abbreviations: 9/88 = Released in U.S. Sept. 1988.
(J) = Jamma Edge Connector H/V = Horizontal/Vertical
Monitor 2PI = 2 Player Interactive Play
3 = 3 buttons required

E.O.E.

BESSINGBY INDUSTRIAL ESTATE, BRIDLINGTON
NORTH HUMBERSIDE VO164SJ, ENGLAND
TELEPHONE: 44-262-601006/602541
FAX: 44-262-400068

Convert Your Countertop Equipment To The Game That Thinks Profits

Super Duper Casino Version XV

Now available in a family of upgrades to convert *Little Casino II* and all other popular countertop models, *Super Duper Casino Version XV* automatically selects games and game parameters to suit the location.

Call now:

1-800-HIT GAME

U.S. GAMES, INC.

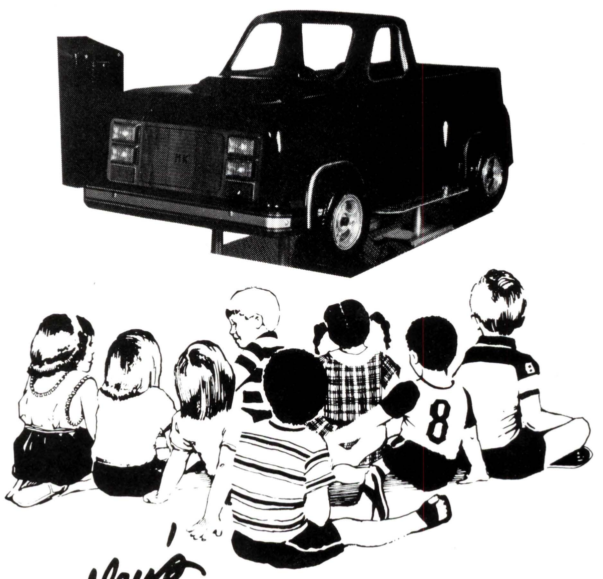
Invest in the Best

Top earning countertop games since 1981.

FAX NO.: (404) 446-2211

RIDE, KIDDIE, RIDE !

- EXCITEMENT WITH SAFETY
- HIGHEST QUALITY RUGGED CONSTRUCTION
- PROFESSIONAL PERSONAL SERVICE
- A TOTALLY SELF-CONTAINED SECURITY SYSTEM



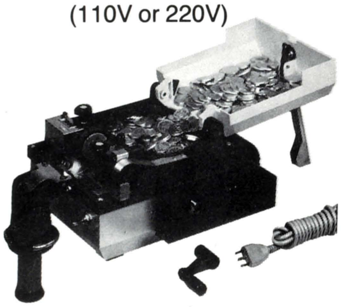
Dudley's KIDDIE AMUSEMENTS
P.O. BOX 939, FLORENCE, MS 39073
1-800-251-9424(Inside MS)1-800-647-6460(Outside MS)

601-845-7501

BELITA
COIN COUNTER

- Lightweight (only 9 lbs)
- Portable
- Inexpensive
- Beautiful
- Long lasting
- Fast & easy to use with automatic stop
- Coin tray support bag holder

FOR SAMPLE SEND CHECK
Manual — $395 Electric — $495
(110V or 220V)



For details contact:
RH BELAM COMPANY INC.
530 Hempstead Turnpike
West Hempstead, New York 11552
(516) 292-2670
FAX: (516) 486-0957

WANTED:

-Dead or Alive-

OLD
USED
P.C.B.s

★

CALL

1-800-542-4263

CALL US ON
OUR MONEY LINE

SUBSCRIBE
TO
PLAY METER

ADVERTISE
IN
PLAY METER

LET'S *ALL* MAKE MONEY
504/488-7003

WANT TO BUY

PAY CASH

JUKEBOXES: AMI, Rockola, Seeburg, Wurlitzer, Old and Late Models
BALLY BINGOS: Dixieland, Nashville, Malibu Beach, Six Card
BELGIAN BINGOS: Daytona, Continental, Columbia, Louisiana, President
BALLY ONE-BALL MACHINES: Turf King, Futurity, Grandstand, Lexington
UNIVERSAL FEATURE BELLS: Mills Slot, Jenning, Sega Slot, Aristrocrat
ALL ARCADE GAMES: Outrun, Operation Wolf, Double Dragon, Pole Position Spy Hunter, Enduro Racer, Guerrilla Wars, POW, Etc. Etc.
SEEBURG JUKEBOXES: USC 1, USC 2, SPS1 & 2, STD 1,2,3,4, SMC 1 Etc.
FLIPPER GAMES: Williams, Gottlieb, Premier, Bally, All Ages, 1984 and Up . . . .
BALLY SLOT MACHINES: Bally Money Honey, Multiplier, Quick Draw, 3-Lines, Etc. 5-Lines Criss Cross, Continental, Super Continental (for export)

ALL TYPES OF VIDEO GAME BOARDS from MS PAC MAN and up to PRESENT FOR EXPORT TO SOUTH AMERICA.

WANT TO SELL

CREDIT AVAILABLE

HORSE GAMES: Winners Circle, Derby King, Diamond Derby, Electro-Sport Quarter Horses With Updated Disc Players, Meter And Pay Models
POKER GAMES: Brand New and Used Hi-Lo Double-Up, SMS Used, Grayhound, Kramer
SPECIAL OFFER: Cal Omega 903, Large Quantities Available
ELECTRONIC SLOT MODELS: (Amusement Models), 8-Line Lucky and 5-Line Criss Cross
OBA – Dollar Bill Acceptors, Ardacs, Mars, Vendoprises, 1,2,5,10 & $20
BALLY BINGOS: Miss America Deluxe 77 and Supreme 79, Bally Dixieland Used and in Good Condition, Tahiti, Bonanza, Galaxy, New and Used
BELGIAN BINGOS: Daytona, Continental, Columbia, Louisiana, President Super Six Card, Extra Six Card, Transcontinental, Etc.
SPECIAL OFFER: Palm Beach and Palm Beach Turbo, Belgian Bingo
USED FLIPPER GAMES: Williams, Gottlieb, Premier, Bally, Latest Models
BALLY SLOT MACHINES (for export): Bally 3-Line Criss Cross, 5-Line Criss Cross Continental, Super Continental, Medalist, Multiplier
JENNINGS SLOT MACHINES: (for export) Indian Head, Metal Cabinets, Electronics
ANTIQUE POOL TABLES: 110-Year-Old English Snooker and Pool Tables
CRANES: Belgian Gold Digger and Grayhound Crane, New and Used
BASKETBALLS: Grayhound
ARCADE AND VIDEO GAMES: All of the Latest Videos, Driving Games, and Shooting PC
BOARDS AND KITS: Parallel Boards, Legal-Only Models

INCIDENTALLY, IF YOU ARE INTERESTED IN ANY JOINT-VENTURE DEAL, WHEREBY WE CAN EITHER OPERATE OR DISTRIBUTE TOGETHER, WE ARE OPEN MINDED PEOPLE.

ATLANTIC & PACIFIC
AMUSEMENT CORPORATION

CALL AND ASK FOR "MARIO" or "APPLES"
1-800-327-6076, or 201-926-0700, FAX: 201-926-3512.
1428 North Broad St., Hillside, New Jersey, 07205-1639

ADVERTISERS INDEX

We have made it easier for you to get information from our advertisers. There is a perforated ACTION CARD you can pull out, find the advertiser you are interested in below, and circle the corresponding number on the card. Then, drop it in the mail and we will forward your name to the correct advertiser.

1)	A & A Company	70
2)	Ace Novelty	49
3)	ACME Premium Supply Co.	13
4)	Adastra	39
5)	Advanced Graphic Design	88
6)	Altec	71
7)	Alter Enterprises	102
8)	A.M.A. Distributors	138
9)	American Technos	67
10)	American Vending	133
11)	Arachnid	23
12)	Atari	cover 4
13)	Betson Enterprises	66, 103
14)	Betson Pacific	38, 75
15)	Bird Distributing	60
16)	Birmingham Vending	64
17)	Bob's Space Racers	140
18)	Bonita Marie	74
19)	Capcom	134-135
20)	C.A. Robinson	99
21)	Central Distributing	102
22)	Coastal Amusements	115
23)	Coin Concepts	125
24)	Commercial Music	122
25)	Data-East	25, 129-130
26)	Deltronics Labs	60
27)	Doyle & Assoc,	87
28)	Drew's Distributing	55
29)	Dunis Distributing	70
30)	Dynamo	11
31)	Eagle Distributing	124
32)	Eastern Distributing	117
33)	Exidy	69
34)	Fabtek	87
35)	Foxtronix	65
36)	Great Lakes Dart Dist.	35
37)	Greater American Dist.	74
38)	Greater Southern Dist.	52
39)	H.A. Franz & Co.	56
40)	Happ Controls	61
41)	H.M.S. Monaco et Cie	16
42)	Hoffman & Hoffman	43
43)	Hollywood Creations	137
44)	Imagination Leisure	63
45)	Imperial International	21
46)	Innovative Industries	63
47)	J & J Distributors	90
48)	Krammer Manufacturing	140
49)	Laramie Interests	37
50)	Leland	30-31
51)	Lieberman Music Co.	15
52)	Mali & Co.	125
53)	Mardi Gras Plush	83
54)	Mayoni Enterprises	41
55)	Merit Industries	Cover 2
56)	M & H Associates	147-148
57)	Music Vend Dist.	70
58)	Nancy Sales Co.	59
59)	New England Coin-Op	141
60)	New Orleans Novelty	137
61)	Nintendo	4, 10, 53, 72, 91-94, 101, 127
62)	N.S.M./Loewen-America	79
63)	Penn-Ray Sutra Co.	58
64)	Pioneer Sales & Service	150
65)	Plateau	104-105
66)	Playfair Shuffleboard	4
67)	Plush-4-Play	73
68)	P.M.I. Toys & Novelty	9
69)	Prizes!	5
70)	Randy Fromm's Arcade School	97
71)	Roger Williams Mint	8
72)	Romstar	89
73)	Rowe	7, 19
74)	Rowe-Columbia	127
75)	Rowe-Dedham	73
76)	Rowe-Memphis	88
77)	Showcase	51
78)	Smart Industries	46-47
79)	S.M.S.	33
80)	S.N.K.	cover 3
81)	State Sales & Service	16
82)	Struve Distributors	119
83)	Sunsoft Corp.	85
84)	Tecmo	57
85)	TOP Distributors	18
86)	Toy House	102, 125, 133
87)	U.S. Games	27
88)	Valley Recreation Prod.	29
89)	Van Brook of Lexington	87
90)	Wolverine American Dist.	90

THE CALENDAR

March 2 3 4
South Carolina Coin Operators Association (SCCOA) Annual Convention and Trade Show, Sheraton Hotel, Columbia, S.C. Contact Helen Sikes (803) 779-2498 or 345-2048.

March 30 31—April 1
Amusement and Music Operators of Texas (AMOT) Annual Convention and Trade Show, Raddison Hotel, Austin, Texas. Contact Vancie Todaro (409) 776-8287.

March 31—April 1 2
Minnesota Operators of Music and Amusements (MOMA) Annual Exhibit and Trade Show, Sheraton Park Place, Minneapolis. Contact Hy Sandler (612) 927-6662.

April 7 8 9
Wisconsin Amusement and Music Operators (WAMO) Annual Dart Tournament, Olympia Resort, Oconomowoc, Wis. Contact WAMO (414) 529-4704.

April 16 17 18
Amusement and Music Operators Association (AMOA) Annual Government Affairs Conference, The Hyatt on Capitol Hill, Washington, D.C. Contact AMOA (312) 644-6610.

April 20 21 22 23
Florida Amusement and Vending Association (FAVA) Music and Games Convention, Omni Expo Center, Orlando, Fla. Contact Kathey Fanning (904) 878-3134.

May 3 4 5 6
AMOA National Dart Association (NDA) International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 4 5 6
Ohio Coin Machine Association (OCMA) Annual Exhibit and Trade Show, State Fairgrounds, Day's Inn, Columbus, Ohio. Contact OCMA (312) 369-2406.

May 18 19 20 21
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention, The Abbey Resort, Lake Geneva, Wis. Contact WAMO (414) 529-4704.

May 26 27 28 29
BullShooter IV World Challenge of Champions International Dart Championship, O'Hare Expo, Chicago. Contact Arachnid, (800) 435-8319 or (815) 654-0212.

June 9 10
Amusement and Music Operators of Virginia (AMOV) Annual Meeting and Show, Fort Magurdes Inn and Conference Center, Williamsburg, Va. Contact AMOV (804) 262-9283.

June 9 10 11
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting and Trade Show, Clock Tower Resort, Rockford, Ill. Contact ICMOA (312) 369-2406.

July 20 22
Sixth Annual Billiard Congress of America International Trade Show, Nashville Convention Center. Contact Continental Productions, (619) 278-3877.

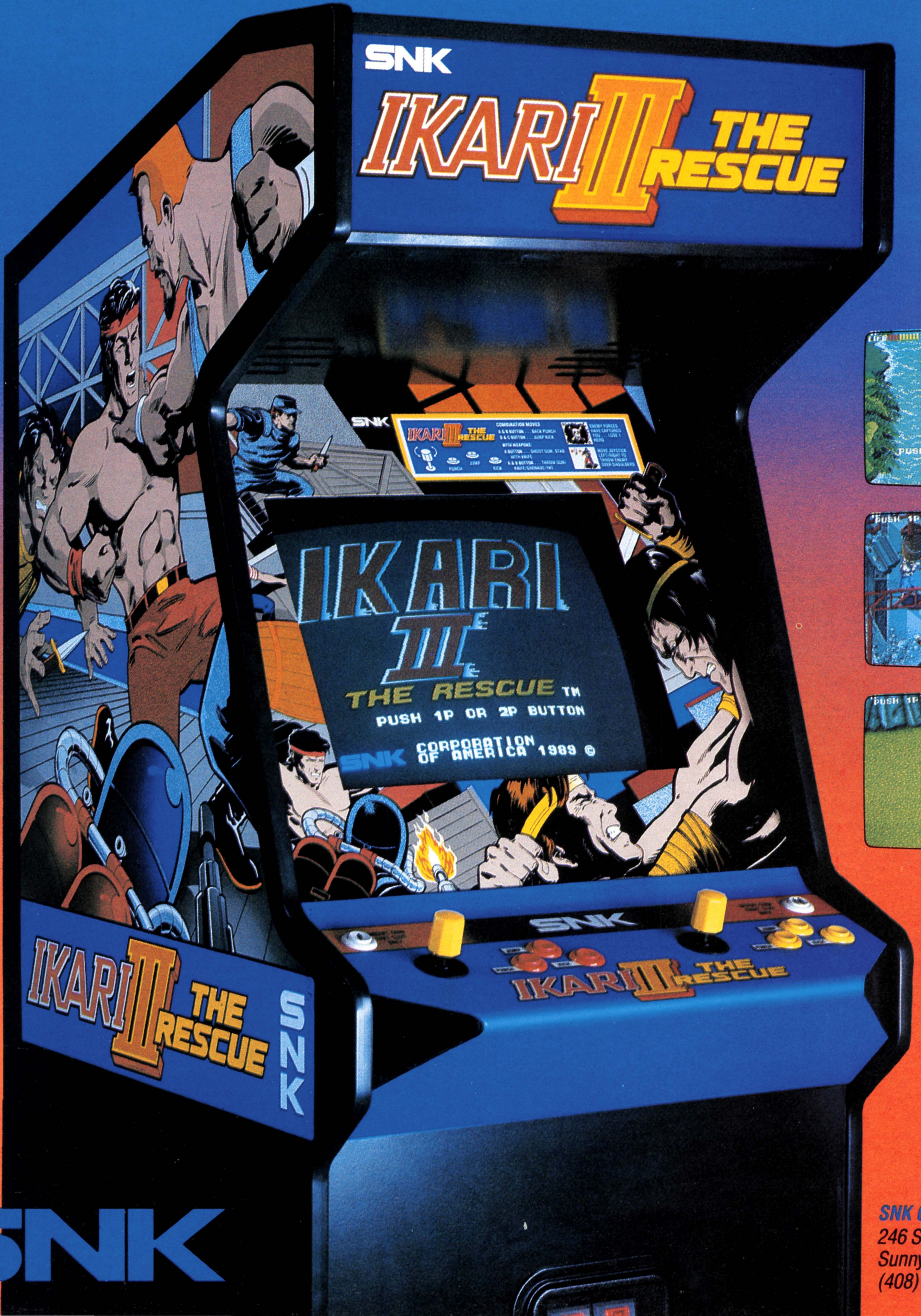
July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

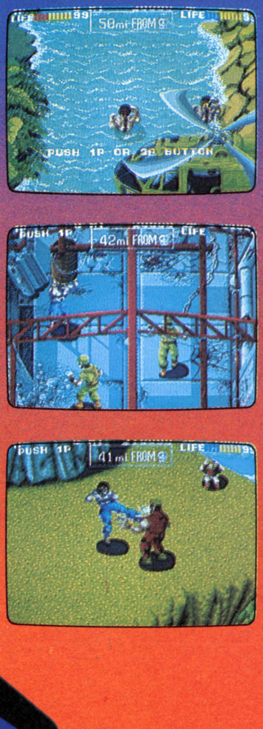
August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

September 21 22 23
West Virginia Music and Vending Association (WVMVA) Annual Meeting and Show, Gateway Holiday Inn, Barbersville, W. Va. Contact WVMVA (304) 949-3289.

THE LEGEND CONTINUES.


SNK
IKARI III THE RESCUE
SNK
IKARI III THE RESCUE
IKARI III
THE RESCUE TM
PUSH 1P OR 2P BUTTON
SNK CORPORATION OF AMERICA 1989 ©
SNK
IKARI III THE RESCUE
IKARI III THE RESCUE
SNK


LIFE 99
50m FROM 9
LIFE
PUSH 1P OR 2P BUTTON
PUSH 1P
42m FROM 9
LIFE
PUSH 1P
41m FROM 9
LIFE

SNK

SNK Corporation of America
246 Sobrante Way
Sunnyvale, California 94086
(408) 736-8844

THE WORLD'S FIRST AUTHENTIC DRIVING SIMULATION GAME!

CALIFORNIA
ATARI GAMES

Hard Drivin'™

Get Behind the Wheel and Feel the Thrill!

Slide into the contoured seat and adjust it to fit the length of your arms and legs. Place your feet on the gas and clutch, try your hand on the stick shift. Select manual or automatic transmission, turn the ignition key and you're off!

Hard Drivin' might look like an arcade game but it drives like a real car. Don't just take our word for it:

Take Hard Drivin' for a test drive today!

ATARI® GAMES

Atari Games Corporation, 675 Sycamore Drive, P.O. Box 361110, Milpitas, CA 95035-1110 ☎ (408) 434 3700

© 1988 Atari Games Corporation. All rights reserved.